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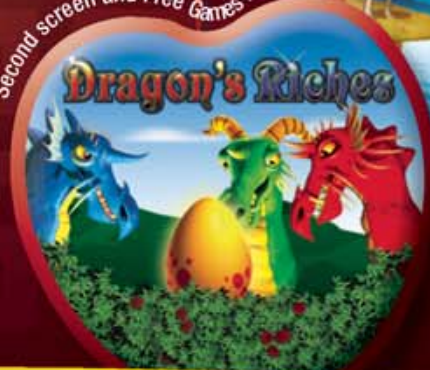
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As the Club Industry faces the difficulties of exorbitant gaming taxes, smoking legislation, rising petrol prices, increased interest rates and the general increase in the cost of living, we must seriously review what we do and make decisions today that will have significant impact on the future success of our business and our longevity. CMAA Federal Executive Member and CMDA Board of Management Studies Chairman **DAVID O'NEIL**, ACCM, looks at the importance of education, communication and networking ...

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Celebrating its sixth year - and a fixture on the Club Industry hospitality calendar - the **Profitable Hospitality Trends Tour** to the *National Restaurant Hotel Motel Show* in Chicago served up a special treat in 2008. The tour group was generally keen to discover the latest trends and opportunities to introduce faster service and use technology to reduce labour costs. Service excellence in the U.S. is impressive and something Australian operations can aspire to. **KEN BURGIN** takes a look back at the tour ...



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The **CMDA** has been busy developing significant training and development activities and events for club managers and their staff. These courses and programs will help managers keep up to date with the rigorous demands of modern business. **CMAA Education Manager RALPH KOBER** outlines a few items, including

- the inaugural two-day "*Club F&B Management Summit*" (**brochure – Pages 25 to 28**) in early October
- The **CMDA** also will relaunch the *THHGLE10B Manage Workplace Relations ACCM* unit

NSW Govt blows pokies budget by \$55 million

The NSW Government's underestimate of crippling smoking bans have produced a \$55 million shortfall in gambling taxes.

Sydney's *Daily Telegraph* newspaper reported in early June that the latest NSW Budget shows the Government believes the hotel and club industry could take more than four years to recover, despite initial predictions that the industry would pick up in 12 to 18 months.

The Government is facing criticism that it should not have introduced the bans in the dead of winter in Sydney - making life even tougher for smokers. Clubs and hotels spent more than \$900

million on renovations preparing for the smoking ban from last July, but punters have reacted more strongly than expected.

Clubs alone have lost about \$400 million in revenue in the past year, largely because of drops in poker machine revenue.

Comparisons between budget statements 2007-08 and 2008-09 reveal Treasury estimated they would receive \$1,061 million in poker machine taxes, but instead received \$1,006 million - a shortfall of \$55 million.

The latest budget shows Treasury does not expect clubs and hotels to pick up again until 2010-11. By comparison,

Star City - where smoking is still permitted in the high rollers' room - collected about \$8 million more in poker machine revenue than predicted in this year's budget.

Anti-smoking lobby groups have compared NSW to Queensland, where revenue picked up after 12 months, but experts say NSW is following Victoria's trend more closely due to the weather.

ClubsNSW Chief Executive David Costello said that with club gaming revenue continuing to fall, it's clear the negative financial impact of the indoor smoking bans has a long time yet to run.

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CMA Knowledgebank is the future for managers

As the Club Industry faces the difficulties of exorbitant gaming taxes, smoking legislation, rising petrol prices, increased interest rates and the general increase in the cost of living, we must seriously review what we do and make decisions today that will have significant impact on the future success of our business and our longevity.

During challenging and uncertain times we tend to recoil and internalise. And often this, while it gives comfort at the time, does little to address the problems and even can be detrimental to our organisation and the people we rely on to promote, develop and grow our businesses.

We are facing the current challenges in a market of relatively low unemployment and, in some areas, it could even be said that there is zero unemployment.

While it's important that we address expenditure, it's also important not to neglect human resources within our business and we need to continue to develop our team.

It's imperative that we don't lose our talent to other hospitality sectors, or even the expanding gaming markets in Macau and Singapore.

It's imperative that we nurture our young managers and staff and create a career path for them.

The CMDA has attempted to do this through a number of initiatives, training and education programs and provides a vast array of short-term to medium-term courses tailored to the industry's needs.

The CMDA is well-known for its "Duty Manager Development Program" and "Gaming Management Development Program".

However, the CMDA is constantly examining the industry's needs and attempts to develop relevant programs that address the needs of the time and this need is reflected in two new initiatives ...

- the "Certified Customer Service Manager Program" - facilitated in conjunction with the highly respected **Customer Services Institute of Australia**
- the "Introduction to Cost Control Principles" - the new, one-day program designed to provide line staff, team leaders and supervisors with an everyday knowledge of the basic areas of cost controls.

The Association recognises the importance to develop and nurture the human resources within our organisation and a recent initiative has seen the

introduction of the "CMDA Affiliates Program".

This program is designed to inform and educate non-managerial staff about the Club Industry, providing a connection and, hopefully, expanding the potential managerial resource pool available to us as an industry.

It's necessary that we motivate and inspire our teams through career development and education programs - formally, or informally.

This can be done, either through the CMDA or other centres for learning, but it can also be done informally through conferencing, networking, peer support and mentoring programs or even a simple road trip - visiting other clubs, hotels and businesses similar to our own.

The benefit of jumping in a car and visiting three, or four, clubs in a day is enormous - it's cheap and informative.

Make contact with the respective managers and ask if they can provide a guided tour ... the majority of managers in the industry would be happy to show you through their facility and to provide an insight into what and why they have done certain things and the results they have achieved.

Not only will you gain information regarding the club, you will have expanded your network and, consequently, increased your access to information.

Talk to other managers and clubs regarding short-term management exchange programs.

Invite another manager that you respect and trust to review your operation and to provide an overview of your business, allow them to cast an independent eye over your operations and make recommendations.

Don't let your ego prevent you from expanding your knowledge base.

The Club Industry is under extreme pressure and it's imperative that managers and clubs work together to assist each other in these difficult times.

It's important, as an industry, that we talk to each other and honestly share our knowledge and experience to assist the industry as a whole and, more importantly, assist our peers.

In recent months there have been numerous industry meetings and forums convened to gather information, track-trading results and to discuss the plight of the industry to determine a solution to the pressures that the industry faces.

While these forums have not provided a "silver bullet", they have provided some

peace of mind that these issues are not just associated with your club, but are industry-wide - metropolitan and regional, from the smallest bowling club to the powerful major leagues clubs.

The sharing of information and experience is a common occurrence among the various industry associations as it is among some managers.

It's important, during these times, that you call upon your network and all available resources to face the challenges of the next 12 to 18 months.

It's important, as managers and as an industry, that we call upon the "Knowledgebank" provided by the CMAA and CMDA, along with the other industry associations and our members, to help get through these times.

Unfortunately, a number of the options previously available to us are no longer available and our ability to promote and advertise our gaming services have been removed through government legislation and these restrictions have made it difficult for many clubs to turn around their prospects and fortunes.

There are a large number of highly qualified and competent managers that, for the first time in their long careers, don't have an answer and can't correct the downturn in trade and profitability.

Managers are under great pressure and, unfortunately, this pressure often is not recognised or understood by their boards, which can have a detrimental effect on the managers and their clubs.

This impact and stress can't be underestimated and it's important that we support these managers through consultation.

The current environment will change the industry forever and, during the next 12 to 18 months, the industry will evolve, as it always has.

There will be casualties and there will be a significant number of clubs that may not survive.

Clubs will close and clubs will consolidate through amalgamations.

The industry will survive and it will continue to provide an invaluable community service to our members and our communities.

However, the speed at which the industry recovers - and the ultimate strength of the industry - will rely heavily on the quality of managers and their staff.

That goes hand-in-hand with our ability, during the next couple of years, to nurture and develop our human resources.

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A great industry continues to produce

Before starting my column this month, I suggested to our Editor, Peter Sharp, I was concerned that in virtually every column lately, I appear to have focussed too much on the "negatives" that are happening in and to our great Club Industry.

Peter assured me that this was only due to the "state of our industry" and I was calling it as it was happening and that there were still many "positives" coming out of these adversities.

Peter said it was more a case of what "outsiders" are doing to the industry and what lobby groups are saying - through sensationalism and, at times, outright fabrication - about the industry now that they have the ear of the media, rather than what hard-working club managers are trying to achieve in challenging times.

So, let's get "The Negatives" out of the way ...

The recently released report by the National Health and Research Council claiming that if you consume more than four standard drinks in a day, it constitutes "binge drinking" has certainly received plenty of "air time" and is just another attack on the hospitality industry.

I sourced a number of definitions of "binge drinking" ... one from **Drug Info Clearinghouse**: "Binge Drinking is drinking heavily over a short period of time with the intention of becoming intoxicated, resulting in immediate and severe intoxication." or from **Reach Out**: "Binge Drinking is drinking heavily over a short period of time, or drinking continuously over a number of days or weeks. It is also commonly known as 'getting smashed', or drinking to get drunk".

Your Association has always encouraged moderation in the consumption of alcohol but, to be branded a "binge drinker" should you have four standard

drinks in a day rivals the outlandish statement by the Reverend Tim Costello: "poker machines are the crack cocaine of gambling".

We also have the Family First Senator Steve Fielding introducing into the Federal Parliament a Private Member's Bill to address problem gambling, which, in his words, "is out of control in Australia".

Latest figures indicate that problem gambling in Australia has decreased over the past 10 years due to the efforts of the Club Industry and state governments who have put in practice many initiatives to help the problem gambler without destroying the industry or the social enjoyment of 98% of Australians who gamble within their means.

It always amazes me that when people who are elected to state or federal Parliament - even by the smallest electoral margin - consider they then have the right to tell the rest of hard-working Australia how they should live their lives.

The Rudd Federal Government was elected by the majority of Australians to govern for all Australians and I hope they remember this when these minority-elected Senators, such as Steve Fielding (Family First) and Nick Xenophon (No Pokies Party) try flexing their mouths to justify their existence.

The Positives ...

Great to see Ian "Woody" Woodcock, outgoing CEO of the Lightning Ridge Sport and Bowling Club - featured in the June issue of *Club Management in Australia* magazine - was honoured in the Queen's Birthday Honours list.

Woody was recognised with an Order of Australia (OAM) for his services to the Lightning Ridge community, particularly through aged care, local government and sporting organisations. Congratulations "Woody" ... it couldn't happen to a better bloke and a man who has represented the Club Industry with dignity and integrity every day of his working life.



Ian 'Woody' Woodcock

The spotlight also shone brightly on Richmond Club CEO Kimberley Talbot and Norths Leagues Club Operations Manager Luke Simmons at the annual *ClubsNSW* Awards for Excellence.

Kimberley (story P19) received the "Outstanding Contribution to the Club Movement" award, while Luke (story P22) was named "Young Achiever in Clubs".

Kimberley's award is pleasing for the CMAA as she is the first manager to receive the honour.

Kimberley's work in aged care should also be a clarion call to all politicians and the "politically correct" who take every opportunity to punish and penalise the Club Industry.

Recognition for Kimberley, Luke and "Woody" is something all club managers celebrate because each one makes a genuine and significant contribution in his/her own community.

It's heartening to see the names of another seven Association members who have recently achieved their Active Certified Club Manager (ACCM) award. Congratulations to Lerrel McDonald - Assistant Manager at Merimbula-Imlay Bowling Club; Cameron Provost - General Manager at Orange Ex-Services Club; Trevor Haynes - General Manager at Port Macquarie Golf Club; Brenden Visco - Duty Manager at Blacktown Workers Club; Matthew Smith - Secretary Manager at Bribie Island Golf Club; Jim Smith, General Manager at Echuca Workers and



Kimberley Talbot

the 'positives'

Services Club; Erin Langman, Assistant Manager at Echuca Workers and Services Club.

With the dramatic change in the allocation of Victoria's poker machine licences less than two years away, it's good to see managers like these upgrading their professional skills in preparation for this brave new world.

Cameron also makes a major contribution to the Association as a member of the CMDA's Board of Management Studies.

I had the honour of presenting Matthew Smith with his ACCM at the Brisbane Zone Meeting at Redcliffe Leagues Club earlier this year.

Jim and Erin are due to receive their ACCM awards at the Members General Meeting at the Mid Year Executive Leadership Conference at Conrad Jupiters.

I hope the success of this group encourages all managers who have not yet undertaken this career development opportunity to enhance their professional status.

I'm also pleased to report that

Association Zone Meetings are attracting increasing numbers as members seek support, information and expand their networks to meet the challenges facing their clubs and the industry.

It's pleasing, too, to see that virtually every position on each Zone Committee is filled with managers committed to advancing and enhancing the Association's goals and ethics.

In line with that Zone support, all CMAA Federal and NSW Executive members, Federal Councillors and CMDA Board of Management Studies members accepted invitations to the Association's Strategic Planning sessions on the eve of the Mid Year Executive Leadership Conference at Conrad Jupiters on the Gold Coast.

This reflects strongly and positively on the Association leadership's determination to plan for and work through all avenues to ensure the CMAA network finds even greater strength in these challenging times.

While NSW managers continue to battle away at the financial consequences that the state's non-smoking legislation has delivered to gaming revenue, their Queensland counterparts appear to have emerged



Jim Smith and Erin Langman

out the other side of the tunnel. Queensland went into total smoking bans a year ahead of NSW and the state's latest gaming figures have shown a positive result for May, compared to May 2006 and 2007.



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Unhappy Fielding threatens Govt on 'alcopops' tax

Senator Steven Fielding, the man at the centre of controversial problem gambling legislation, might prove to be a spanner in the works for the Rudd Government on the "alcopops" tax hike.

Sydney's *Daily Telegraph* reported late last month that the controversial \$1-a-bottle tax hike on alcopops could be blocked in the Senate and drinkers who've been charged the tax since April 26 may have to be reimbursed.

In a major embarrassment for the Rudd Government, Family First Senator Fielding said he would block the tax unless the Government did much more to curb binge drinking.

His vote is crucial in getting the tax through the Senate after July 1 when the balance of power shifts from the Liberal Party to the Greens and independents.

The Greens also had not yet decided whether to support the measure.

They wrote to Prime Minister Kevin Rudd asking for education and social

marketing measures to curb binge drinking before they would support the tax.

Both Family First and the Greens agreed with the tax but don't think it goes far enough to curb binge drinking.

They were planning to use their power in the Senate to demand further tough measures to curb binge drinking, including bans on television advertising of alcohol, stricter health warnings on labels and education programs.

"The Rudd Government's lack of commitment to other measures such as implementing health warning labels and banning all alcohol ads from appearing during day-time TV suggests this alcopops tax is just a blatant billion-dollar tax grab," Senator Fielding said.

"Family First believes we must change our culture in Australia, which celebrates alcohol and accepts drunkenness and binge drinking, and create a responsible drinking culture."

Health Minister Nicola Roxon responded by saying the Government had a comprehensive strategy to deal with binge drinking, not just a tax.

"We announced a \$53 million national binge drinking strategy earlier this year," she said. "There are a number of areas being looked at through the Council of Australian Governments, we have made it clear we have more to say in this space."

More than \$100 million in tax had been collected since the measure was introduced in April. The spirits industry said the Government would have a major problem if the tax was blocked and had to be repaid.

Distilled Spirits Industry Council of



Nicola Roxon

Australia spokesman Stephen Riden said consumers of ready-to-drink mixes should keep their receipts in case they could claim a tax refund.

"The Government has up to a year to pass this legislation and will collect \$640 million in that time," he said.

The Family First move follows a Senate Committee report into the tax, which recommended the Senate pass it. The Committee noted the tax was just one of a range of measures needed to address alcohol use.

It also noted that, if the tax forced people to give up alcopops, they could turn to cheaper alcohol to get drunk.

It supported a more-comprehensive review of the entire alcohol taxation regime which applies different tax levels to wine and beer and spirits.

The Government imposed the tax on April 26 even though it had not got Parliament's approval to do so.

Mr Riden said in the late 1990s, when another increase in alcohol excise was overturned, the Government did not repay the tax to consumers. Instead it set up an Alcohol Rehabilitation Council.



Senator Steven Fielding



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Fielding delivers new gambling measures

Family First Senator Steven Fielding has proposed that gamblers could not withdraw more than \$100 from ATMs in gambling venues and prize payouts on poker machines would be capped under new legislation. Sydney's *Daily Telegraph* reported that Senator Fielding wants to put strict limits on operating poker machines to tackle problem gambling. "Governments in Australia have ignored problem gamblers for too long," he said. Last September, then-Opposition Leader Kevin Rudd said he was concerned states were over-dependent on poker machine revenue. "I hate poker machines and I know something of their impact on families," Mr Rudd said at the time. Senator Fielding said Mr Rudd should back up his statement by supporting Family First's proposed laws - introduced last month - to put limits on poker machines and push for state governments to adopt them as well.

Family First's private members Bill would ...

- limit ATM withdrawals in gambling venues to \$100 per day
- introduce pre-commitment "smartcards", with a maximum fortnightly \$1,000 credit
- require "smartcards" for all bets of more than \$1.
- cash bets can be made but only up to \$1 per spin
- ban free spins on the machines and ban multiple-line betting
- mandate a five-second delay between spins
- limit bank note acceptors to denominations of not more than \$20
- limit payout prizes to \$1,000 on cash bets

Senator Fielding said problem gambling in Australia was "out of control" with the Productivity Commission estimating that 293,000 people have a significant gambling problem. The new proposed limits on how poker machines operate are in addition to Family First's plan to restrict the location of poker machines to gambling venues such as racetracks and casinos.

Punted patrons face \$550 fine

Patrons thrown out of a club or hotel for bad behaviour or being too drunk after July 1 face a \$550 fine if they return to the venue within 24 hours.

The Sydney Morning Herald reported that the 24-hour ban has come under changes to the Liquor Act recently introduced by regulation, which allow people to gain a licence to set up a wine bar for just \$500.

Gaming and Racing Minister Graham West compared the ban to putting a misbehaving patron in the "sin bin" or "on the sidelines".

Under the recently gazetted regulations, which underpin the Liquor Act, the 24-hour ban has been introduced as a way of ensuring people stay away from venues where they have ensnared themselves in trouble.

"It's giving people time to cool down, go home, get out of trouble and not come back to create a problem," Mr West said.

Ejected patrons also are banned from going within 50 metres of the premises for six hours after being removed.

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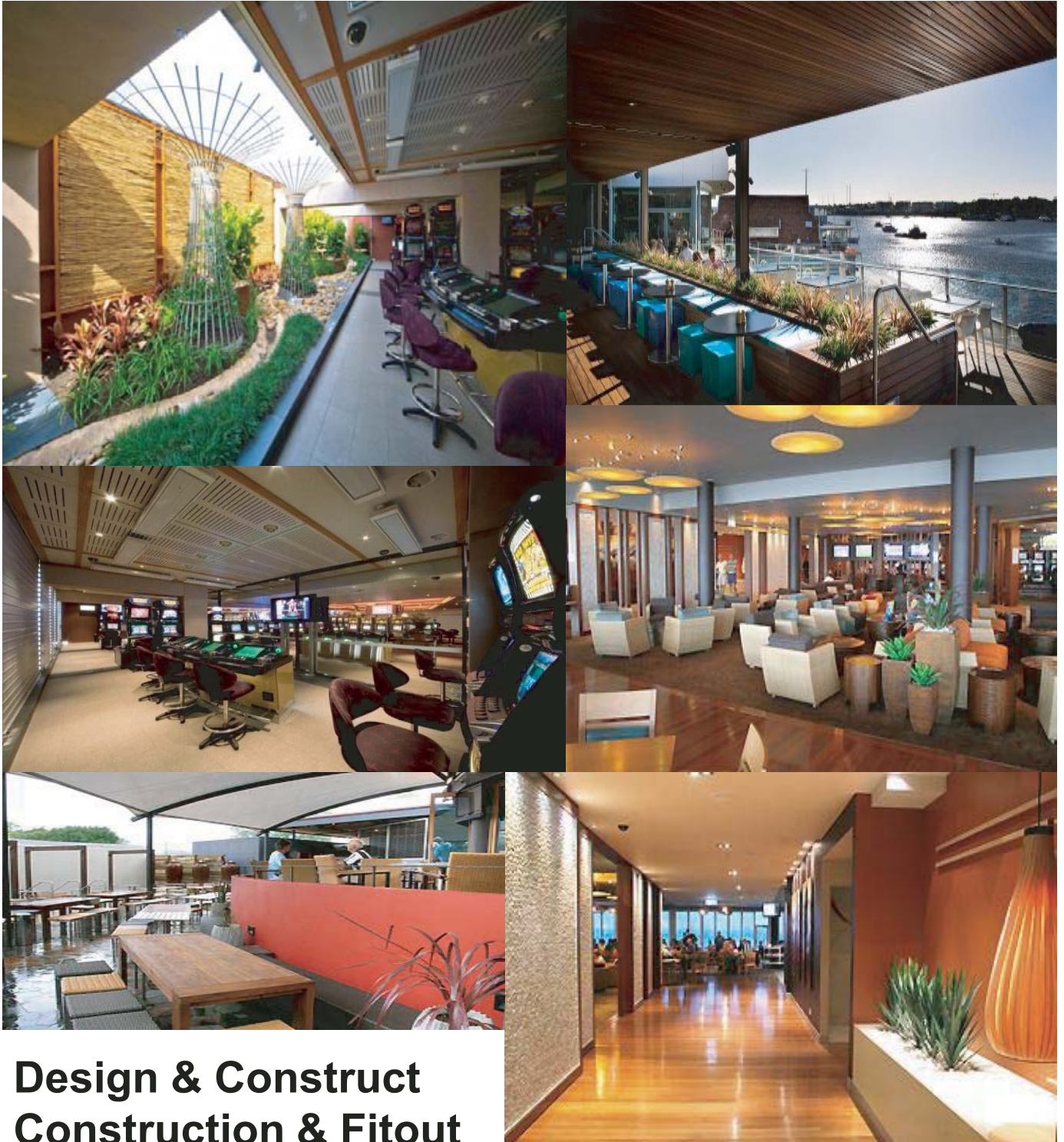
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Woody's OAM a fitting reward

Ian Woodcock reckons it's the only secret his wife, Yvonne, was able to hide from him in more than 40 years married.

When the letter arrived, "Woody" was "first embarrassed, then humbled" to learn that his name was among the Australia Day Queen's Birthday Honours to receive an Order of Australia Medal (OAM).

"I wasn't sure what was going on but, now that the dust is settling around town, it's a great honour, but it remains a great honour to help the people out here," Woody said.

"Here" is Lightning Ridge, where Woody signed off as General Manager of the Lightning Ridge District Bowling Club on June 30 after more than 32 years at the helm.

"Woody" received an Order of Australia (OAM) for his service to the Lightning Ridge community, particularly through aged-care, local government and sporting organisations.

"It has embarrassed me a little bit, I never look for anything like this," Woody said of his recognition.

"I can't believe Yvonne was able to keep this from me ... it must be the first secret she's kept from me the whole time we've been married."

He will travel to Sydney to receive his medal from NSW Governor Marie Basheer at the official presentation



Ian Woodcock, OAM, and his wife Yvonne with their sons James (left) and Nathan and granddaughter Jessica.

ceremony at Parliament House on September 19.

Although best known in Lightning Ridge as the bowling club boss, he's also a former Walgett Shire Council Mayor and Councillor.

Woody, OAM, plans to enjoy his leisure time travelling and mining the Ridge's black opal fields but he's determined to continue his community work as president of several committees, particularly assisting the area's aged population and other

groups through the club and council.

Woody's also the Lightning Ridge undertaker and President of the Lightning Ridge Funeral Advisory Service for the past 15 years. "At one stage it looked like it was going to fold up, I went to the meeting and I've been president ever since," he said.

He has been President of the Units for the Aged Committee, which provides unit accommodation for the elderly in Lightning Ridge, for 12 years. The women who cooked for Meals on Wheels in the mid-1980s started the initiative and money raised from Bingo helped fund the building project. "I wasn't on

the committee then, but I tried to help and get it done," Ian said.

His role increased in helping the committee fund the project through Walgett Council, which who provided in-kind work after the committee ran out of money. Several years on, the committee is building a second units project worth more than \$400,000. Once complete, the accommodation for the elderly will rise from 12 units and a house to 18 units and a house.

"I wasn't sure what was going on but, now that the dust is settling around town, it's a great honour, but it remains a great honour to help the people out here ..."

Stripe cards keep track for Qld gamblers

Queensland gamblers are being issued with limit-setting stripe cards in a trial to help them control what they play on poker machines.

The *Courier Mail* reported the cards allow players to pre-set how much they are prepared to lose each day and ensure they get regular reports on how much they have gambled.

Anti-gambling campaigners have hailed the three-month trial at Sandgate RSL Club on Brisbane's north side, as a "breakthrough".

Details were unveiled on Friday, June 20, ahead of a speech by the head of the Anglican Church in Australia calling for even stronger measures to tackle problem gambling.

Archbishop Phillip Aspinall urged the Government to consider measures such as a 1% levy on gaming revenues to help boost under-funded gambling help services, lower maximum bets and new spending controls on players.

In the Sandgate trial, about 70 regular gamblers have been issued with magnetic stripe cards allowing them to limit how much they want to spend each day.

They also will receive reports on how much they have gambled in poker machines and how long they spent sitting at the machines.

A formal evaluation of the trial is still under way but Sandgate RSL Club

Gaming Manager Craig Ryan said most people appreciated the chance to have more control over their gambling.

"It's just making their life a little bit easier," he said. "They can keep track of their gaming habits with the monthly statement and keep it under control. A lot of people have really liked the limits that they can put on their card, so that they don't spend too much."

Sandgate RSL Club life member Ron Whitmarsh said the card was excellent, helping him to monitor how much he fed into the pokies.

Relationships Australia gambling help program leader Noel Condie said the system was "very exciting".



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SYDNEY WIDE

New 'hard drinking' ad targets parents

Parents are the target of the latest television advertising campaign highlighting how hard drinking at home can cause teenagers to become alcohol abusers.

The Sydney Morning Herald reported the \$3.5 million campaign – funded by the alcohol industry and the Federal Government – avoids the finger-wagging attitude of many social marketing campaigns and for the first time aims the message at parents.

Federal Health Minister Nicola Roxon denied her own "Grim Reaper" campaign – which the Prime Minister said would "scare the living daylight" out of binge-drinking teenagers – had fallen behind schedule.

It's understood an advertising agency is yet to be appointed for the campaign and a deadline to have the campaign running by the summer is unlikely.

Ms Roxon's department said the \$20 million ad campaign was "well under way" and the Government had been in discussions with several agencies, but did not say exactly what progress had been made.

"We need this campaign to really make a difference. It's important to invest some time to do the intensive research needed to get it right," a spokesman said.

The ad campaign aimed at parents, funded in part by Ms Roxon's department, was screened for the first



Nicola Roxon

time on Sunday, June 22.

The organisation behind it, *DrinkWise*, which promotes responsible drinking, found the role of parents in influencing their children's attitudes towards alcohol had been overlooked by social marketers.

Forty-per-cent of the alcohol that parents of teenagers drink is consumed at home and one in three teenagers cited their parents as the greatest influence on how much they drank.

The ad opens with a familiar Australian scene with four men standing around

the barbecue, stubbies in hand, chatting about a recent "big night". One calls to his son to get him another beer from a well-stocked fridge. The next scene shows the boy, now a grown man, drinking from the bottle as he returns to his mates. He then turns to his son to ask him to get him a beer.

"We need people to recognise something familiar about the scene," said Ricci Meldrum of *Clemenger BBDO*, which made the ad. "If we had used pictures of people being intoxicated and falling over themselves, people would just turn off and say, 'Well, that's not me'. This is about getting people to question their own drinking habits."

Targeting parents would be the cornerstone of the campaign over the next decade, with talks in clubs and schools on parental drinking habits to follow the TV campaign.

DrinkWise's Chief Executive, Mike McAvoy, denied his message would be drowned out by the volume of alcohol advertising.

DrinkWise's media budget for the next six months is \$3.5 million – a national 30-second spot costs about \$30,000 – while alcohol companies spend \$122 million a year on TV ads, according to *Nielsen Media AIS*.

"It shouldn't be seen as one single element but part of a broader campaign by government and the industry," Mr McAvoy said.

Residents promise to tackle Tigers project

Rozelle residents in inner Sydney might have lost round one of their battle with Balmain Leagues Club, but they have vowed to continue their fight against the controversial club redevelopment. Sydney's *Daily Telegraph* newspaper reported early last month that Leichhardt Council approved the \$130 million redevelopment application after an impassioned plea from former Tigers' great Benny Elias, who is also a Tigers director.

"The Balmain Leagues Club is at its D-Day. It is at a crisis point and if it doesn't go through we are in all sorts," Elias told the Council.

The club's financial future rests on redevelopment of the site into a 12-storey tower, but locals say it is too big.

Residents say reducing the project to five or six storeys would be acceptable. In addition to concerns about the scale of the new site and the increased traffic, residents also say it will destroy the character of the area and kill off local businesses.



Hotels and clubs the new hold-up targets

Three pubs and clubs per week are being robbed in armed hold-ups across NSW.

The Daily Telegraph reported last month that crime statistics show armed hold-ups on NSW hotels and clubs jumped by more than 58% in the 10 years to 2007.

In Sydney, armed hold-ups on licensed premises have increased from 89 in 1997 to 149 – or almost three per week in 2007.

Armed hold-ups on Sydney venues jumped from 135 in 2006 to 149 over the same period in 2007, and state-wide from 144 in 2006 to 162 in 2007.

Robbery and Serious Crime Squad Detective, Acting Superintendent Greg Antonjuk, said there was a shift in armed robbery targets.

"Some businesses previously targeted by armed robbers have made significant improvements to security, making them more resistant to attack," Superintendent Antonjuk added.

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Vast menu of learning and experience

"It would be beneficial to investigate current trends in food marketing and service delivery, as well as the marketing, American know-how, systems operations and equipment, which is often more advanced especially in terms of volume. This would be especially significant at Cabra Vale Ex-Active Servicemen's Club, as we start to plan our Stage III of the building development. The NRA Hotel-Motel show will assist us looking into various styles of operations, different service models and the latest equipment."

These words are part of the essay that won Cabra Vale Ex-Active Servicemen's Club Catering Manager Michael Foulkes a CMAA National Bursary - and trip to the National Restaurant Association (NRA) Show in May.

As well as six days in Chicago on the annual Profitable Hospitality Tour, hosted by Managing Director Ken Burgin, Michael spent three days in Las Vegas with the tour group.

With a career in the Club Industry spanning more than 15 years in various catering and food and beverage managerial roles, Michael knows the industry well. As Catering Manager at Cabra Vale, he is responsible for 50 catering and support staff.

In an increasingly competitive market, and an industry that has been impacted by the increase in the government taxation from 36.5% to 39.9%, as well as the non-smoking legislation, which came into effect on July 2, 2007, Michael has sailed against the current with great success.

The newly opened 350-seat bistro has seen sales increase by 60% on previous operations and, following that, the opening of the Cabra Vale Function Centre - with 600-plus capacity - has realised an overall improvement of catering sales by \$500,000 per annum.

"Opportunities such as winning this recent trip are one of the reasons I belong to the CMAA," Michael said.

"Today, food plays a vitally important

role in the success or failure of the Club Industry. The [gaming] machines are no longer enough ... clubs simply won't survive unless their food offering becomes a priority - and is done well.

"Food and beverage training initiatives offered by CMAA and educational opportunities, such as the Profitable Hospitality Tour, are what will make the difference, in my opinion. The quest for knowledge of the complexities of food and beverage is critical in terms of assisting clubs to improve our food offering. Club venues that offer good value and great service, supporting safe, healthy, delicious and well-priced food is the only way forward - and education is fundamental to success."

Winning the bursary was an opportunity not to be wasted and Michael hit the ground running. "I was particularly keen to discover the latest trends ... how I could introduce faster service ... and how to use technology to reduce labour costs in high-volume operations" said Michael, who found the numerous back-of-house visits invaluable and a genuine eye-opener.

Having previously participated in other industry tours, Michael noted that this recent trip was unlike anything he had ever experienced, and the ideas and observations gained will be of immense value to him and Cabra Vale.

Being solely focused on food and hospitality, the tour provides experiences for the group that would



Michael Foulkes and Donna Stevenson at the House of Blues.

be impossible to organise individually - he could not have hoped for more.

"What a trip it was. I thoroughly enjoyed the experience and I couldn't compare it to my previous tour to the U.S. in any shape or form ... it was a most enlightening and entertaining tour," Michael said. "I am most grateful to CMAA for its Bursary Program and Ken Burgin of Profitable Hospitality for the sponsorship, great organisation, excellent content and stimulating company on tour ... it was fabulous.

"Our trip had just the right mix of organised activity and free time to allow us to learn and see the things that we wished to get to. Finally, thanks also must go to my CEO, Bill O'Brien, for encouraging me and other club managers to apply for - and benefit from - such industry bursaries. Without his support, my application would not have been possible, and I would never have had this experience."

➤ **Ken Burgin's 2008 Food Tour report - P30-32**











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Industry honours Kimberley's dedication

Kimberley Talbot is building something very special in the Hawkesbury region – and it's not just about bricks and mortar. It's about people and Kimberley's personal and professional ambition is to make life better for the aging population in her community. She goes above and beyond her professional responsibilities as CEO of the Richmond Club to deliver world-class standards of aged care accommodation through the club's facilities, resources and network.

Kimberley was, perhaps, the most surprised person in the room when she received the most prestigious individual award in the NSW Club Industry. She sat shocked as her name was announced for the "Outstanding Contribution to the Club Movement" Award at the 2008 ClubsNSW Awards for Excellence at the Sydney Convention and Exhibition Centre, Darling Harbour, on Friday, May 30. Despite the surprise at winning such an award, Kimberley immediately stepped up to the opportunity to thank the people helping to make this ever-growing ambition a reality and alert the industry to the rewarding benefits of stepping into the aged care arena.

"We are trying to provide something special for the senior population in the Hawkesbury area and I believe this is a wonderful opportunity for the Club Industry to become involved and make a difference," she said. "It has taken a lot of blood, sweat and tears to deliver this ambitious project and I'm forever grateful to the Richmond Club Board for their support ... there is no hidden agenda, this is about our community. This is not just about diversification, it's about generational change within the Club Industry, moving from providing sporting facilities that government can't afford to addressing the genuine needs of our members as they move into the part of their lives where they need the most care and support."

Kimberley deserves this latest recognition for her commitment to local community, aged care and the Club Industry over the past 28 years. Her experience extends from a small club in Broken Hill to leading one of Sydney's large clubs and at each destination, her work has benefited the local community and brought positive recognition for the Club Industry. That passion for helping others, in recent years, has resulted in the Richmond Club diversifying into areas that benefit club and community.



Kimberley Talbot receives congratulations from NSW Opposition Leader Barry O'Farrell, MP.

Kimberley was a wages and accounts clerk at Broken Hill Musicians Club and, since this humble start, has been an Office Manager, Assistant General Manager and General Manager but, it as Richmond Club CEO that she was able to make a true difference to the entire Club Industry. Kimberley joined a small group of women to manage a "large" club, becoming a role model for female club managers across Australia. She maintains this status through her involvement with the Young Women's Leadership program where she coaches and mentors future female leaders. She leads almost 300 staff in a multi-diversified organisation encompassing the registered club, a nursing home, retirement village, hairdressing salon, massage salon and fitness centre.

The appreciation of Kimberley's work and ethic is not confined to the Club Industry as she has previously been honoured as a Rotary Foundation of Rotary International Paul Harris Fellow (*in appreciation of tangible and significant assistance given for the furtherance of better understanding and friendly relations among peoples of the world*); University of Western Sydney Women of the West Award in 2007; and nominated for Australian of the Year by her community. Richmond Club opened Active8 Fitness, Health and Leisure Centre, a massage salon, hairdressing salon and new sports bar to meet local community needs, however it's the step into aged care that

made the difference for both the Richmond Club and the Club Industry. In 2006-2007, Richmond Club bought together the complete organisational approach in demonstrating transparency and accountability beyond the traditional domain of financial performance to taking responsibility for non-financial impacts on community and environment. As a result, sustainability issues such as an integrated community, workforce sustainability, community connectedness and environmental resource management become primary business factors.

Kimberley has formed a partnership with Government (Hawkesbury City Council), Education (University of Western Sydney) and Business (Teroma P/L) to ensure NSW clubs can assist local communities with sustainability.

In 2005, the local nursing home approached Richmond Club for assistance as it would close or sell off services to survive – devastating for a local community to lose aged care facilities in an aging community. Kimberley resolved to take the club's support to a new level and initiated plans for the nursing home and retirement village to merge with the Richmond Club, which has shown outstanding results for all involved. She has been instrumental in developing a relationship between the NSW Government, Area Health Departments and the Club Industry that recognises the synergy between clubs and the aged care industry. As a result, the NSW Government has changed legislation to encourage clubs to help address this problem and enter into the aged care field.

Kimberley spoke at the ClubsNSW 2007 Conference about the diversification of aged care and followed this with a presentation of the synergy between registered clubs and aged care to the Law Society of NSW and to political representatives such as NSW Opposition Leader Barry O'Farrell NSW Liberal MP Ray Williams and Hawkesbury City Mayor Bart Bassett. "We – everyone at Richmond Club, from staff to directors – are working towards making a difference for the people who most need our support through aged care," Kimberley added. "We are trying to perfect a model for the Club Industry to become even more involved in delivering aged care and I believe it's an area where we can do remarkable things."

➤ **LUKE SIMMONS** named "Young Achiever in Clubs" – Pages 22&23

Ron bounces into Bendigo shooting high

NSW “clubbie” RON STOCKDALE has some tips for Victorians about embracing the owner-operated gaming model as he takes the reins of The Bendigo Schweppes Centre. KATIE CINCOTTA reports ...

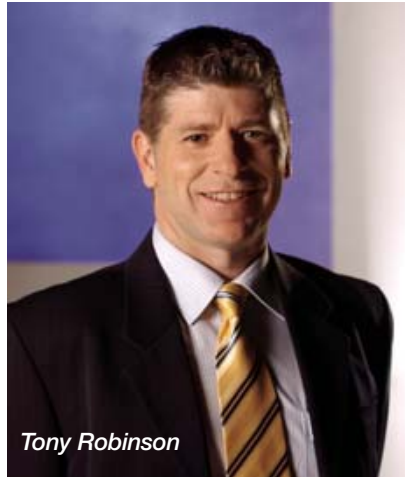
Some people work best under pressure, thriving in the challenge of change – an exciting new renovation, fresh faces, or clever marketing initiatives to boost revenue and reputation.

It's those calls to action that define our most daring club leaders, whose effort and risk are often rewarded with financial success and, of course, some personal shine to the ego.

Ron Stockdale is one such man, chasing the high of a new pursuit. After 13 years at the helm of the Echuca-Moama RSL Club, the 52-year old has inched closer to his hometown Melbourne to head up country Victoria's sporting landmark - the Bendigo Schweppes Centre - which attracts 10,000 patrons each week to its basketball stadium, function centre and clubroom.

After overseeing a massive \$8 million overhaul for the border club, he was itching for new responsibility and a change of scenery - somewhere closer to Melbourne, where he could test his 34 years of experience.

He certainly got it all when he moved from the river-side tranquillity of Echuca



with its 14,000 residents, to booming Bendigo, which is growing at 1.6% with a current population of 98,000.

"The renovation process at Echuca was fantastic," Ron recalls. "It was all a bit of a letdown when it was finished.

"You should always reinvent yourself ... about seven to eight years is not a bad time to be at a place in a senior role."

Now with stadium management, registered training and the new independent gaming model to contend with, Ron has put himself centre-field

for a rigorous new task. With his stint in NSW, he's poised to show Victoria the ropes for "D.I.Y." pokies.

"The system that Victoria comes under in 2012 is very similar to the NSW gaming industry, so that's certainly an advantage for me," he said.

Ron hasn't wasted any time gearing up for gaming ownership.

He met with the Victorian Gaming Minister Tony Robinson during the Queen's Birthday weekend, spending an hour talking to the Government's new gaming boss.

The Minister is moving through Victoria on a gaming road show, discussing the dramatic changes and seeking feedback from the industry.

"We found him to be a very personable fellow who explained himself very well," Ron said. "He's giving everyone the opportunity to ask questions."

During their discussion, Ron raised the removal of ATMs as an ongoing concern, especially with patrons forced away from the safety of clubs and hotels to withdraw money.

He also asked about the criteria for pre-set playing limits, which he thinks will prove futile for curbing problem gambling unless enforced state-wide to prevent punters club-hopping.

For managers tentative about how the gaming machine licences will be awarded, the Gaming Minister told Ron Stockdale the auction process would include an up-front fee - the amount of which is still to be decided - and a payment plan over the 10-year term of the licence period.

"That's a positive and a relief to the industry because raising capital will be difficult in some cases," he said.

The big difference, Ron says, between owner-operated gaming in Victoria and NSW is that a licence in NSW lasts forever.

"You pay an entitlement in NSW and it's yours to keep. It's not a diminishing asset in NSW, but it is here because it only has a life of 10 years and then you have to buy it again," he added.

A club's revenue potential also won't be fully known until the Government details the sliding tax scale and the likely cost of licences.

Ron says some clubs will be disadvantaged if they can't maintain their current quota of gaming machines, which the new auction process throws into question.

Ron raised the removal of ATMs as an ongoing concern, especially with patrons forced away from the safety of clubs and hotels to withdraw money ...



Ron Stockdale spent 13 years at Echuca-Moama RSL Club before moving to the Bendigo Schweppes Centre.

for success

"Like any business, we're geared around a certain level of income," he added. "We operate 70 machines here and, if we can only get 40 machines, then we'll still operate but our huge commitment to basketball will suffer."

Gaming revenue facilitates the Bendigo Schweppes Centre's huge sporting facility, with 300 domestic teams playing across eight indoor basketball courts and Bendigo Spirit part of the 10 teams in the Women's National Basketball League.

But the most powerful message from this CEO's meeting with the Minister is that problem gaming is on the agenda – all the way from the top.

"Coming from Tony [Robinson], the message is that Kevin Rudd is very serious about curbing gambling in Australia," he says. "He's not saying it to win brownie points ... he actually has a serious belief about it, so the industry is concerned about that and keen to see [the PM's] plans for the future."

In the meantime, Ron believes Victorian clubs need to get on with research, education, training, and assertive board decisions to make the transition.

"If you don't manage your installation, well then you won't do as well as the club down the road," he said. "You've got to have progressive boards that will be aggressive with the replacement program."

"Clubs in Victoria have to realise that they need to have a re-investment in keeping up with the latest games and technology in gaming or they will fall by the wayside."

Ultimately, he says, managers now will be accountable for their gaming – and that's an exciting proposition.

"Don't be scared about it. Go to every resource available, such as the



the Bendigo Schweppes Centre, which attracts 10,000 patrons each week to its basketball stadium, function centre and clubroom.

Kevin Rudd



Australasian Gaming Expo [AGE] in Sydney in August. Starting talking to the manufacturers, find out about what's coming out, get much more involved in the nuts and bolts of gaming and you'll come out a winner at the end of the day," he concluded.

Five things you might not know about Ron Stockdale ...

1. Ron began work at age 18 at the Croxton Park Hotel in Thornbury where youth of the day would say ... "we're going to rock at the croc".
2. Ron once worked for the State Insurance Office, handling lawsuits for unknown vehicles in car accidents.
3. Ron and his wife ran The Blackwood Hotel, near Ballarat, for 12 years.
4. Ron barracks for Hawthorn and plans to take the train down to Melbourne to see more live AFL games.
5. Ron prefers in-house food and beverage over contracted caterers to retain control.



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Luke proudly hoists flag for next generation

Luke Simmons has been rewarded for his commitment to the Club Industry through his work within the CMAA with the "Young Achiever in Clubs" award at the annual ClubsNSW Awards for Excellence.

The Norths Leagues Club Operations Manager said he was honoured to receive the award - sponsored by CMAA partner company Aristocrat Technologies Australia - and that it was additional motivation for his already impressive career. The 2008 Awards for Excellence Dinner was presented at the Sydney Convention and Exhibition Centre, Darling Harbour, on Friday, May 30.

"There are a lot of very talented young people coming through the club management ranks, so this award means a great deal to me," Luke said. "I love my work here at Norths with Hans Sarlemyn and the management team and I'm grateful to everyone who has offered me an opportunity or advice along the way."

The "Young Achiever in Clubs" award recognises a club employee under 30 years of age who has consistently demonstrated high professional standards, leadership qualities and has contributed to the positive image of the Club Movement.

Luke has quickly established himself as a talented administrator within the ranks of the CMAA as Education Officer of the Manly Northern Suburbs Zone and the CMDA as a member of the Board of Management Studies.

"Clubs are a great training ground for young people and there are remarkable opportunities if you have the ambition to embrace education and accept responsibility," Luke added.

The ClubsNSW Awards reward and promote excellence in the management and operation of clubs in NSW and are updated continually to recognise changes within the industry and include categories rewarding individual achievements.

This year, ClubsNSW introduced a special award framed specifically for



Norths Leagues Club Operations Manager Luke Simmons (second from right) accepts the "Young Achiever in Clubs" award at the annual ClubsNSW Awards for Excellence with (from left) Norths Group President Barry Alliston, Norths Group CEO Hans Sarlemyn and Ray Brown from Aristocrat.

smaller inland clubs with "The Spirit of the Bush" award celebrating the qualities that small bush clubs represent - mateship, support and the heart of the community - with Trangie Bowling Club taking the inaugural award.

"I cannot stress enough the importance of clubs in regional areas. Just like in Trangie, virtually everything good happens through or at the local club," ClubsNSW Chairman Peter Newell said. "Trangie Bowling Club certainly personifies the spirit of the bush and is a much-deserving winner of this important award."

Dee Why RSL Club (large), diggers@the entrance (medium) and Murwillumbah Services Memorial Club (small) triumphed in the Tooheys-sponsored "Club of the Year" award categories.

diggers@the entrance again grabbed that awards spotlight with five awards in total, one more than 2007 when Diggers first

won "Medium Club of the Year".

The Club received awards for ...

- > Outstanding Financial Management (Medium Club)
- > Best (Medium) Club Entertainment
- > Encouragement of Amateur Sport (Medium Club)
- > Outstanding Community Service (Medium Club)
- > Club of the Year (Medium)

Campbelltown Catholic Club collected *The Daily Telegraph*-sponsored "People's Choice Award for Community Service".

The "Club of Excellence" award was presented for only the second time this year and recognises the exceptional achievement of a club in winning the same award category for three consecutive years. The Epping Club received the award after winning the "Best Club Function Venue" award from 2006 to 2008.



Trangie Bowling Club received the inaugural "The Spirit of the Bush" award.



Murwillumbah Services Memorial Club won the Tooheys "Small Club of the Year" award.

2008 Award winners ...

Chef's Table Award - Sponsors: Lahood Corporation, Fonterra Foodservices, Meat and Livestock Australia

Gold winner: Elanora Country Club – Chris Devine & Paul Sanders

Silver Winner: Club Taree – Kevin Williams & Murray Phillips

Bronze Winner: Panthers World of Entertainment, Penrith – Lee Buckingham & Rachel Wantuch

Best Club Keno Award - Sponsor: Keno

Small Clubs Winner: Murwillumbah Services Memorial Club

Medium Clubs Winner: Laurieton United Servicemen's Club

Outstanding Keno Coordinator Award - Sponsor: Keno

Winner: Maree Pickering - Laurieton United Servicemen's Club

Highly Commended: Sue Backhouse - Hornsby RSL Club

Best ClubTAB Award - Sponsor: TAB Wagering

Winner: Ettalong Memorial Bowling Club

Outstanding Human Resource Management Award -

Sponsor: Club Plus Superannuation

Small Clubs Winner: Budgewoi Soccer Club

Medium Clubs Winner: Canada Bay Club

Large Clubs Winner: Sutherland District Trade Union Club

Best Club Development Award

Sponsor: Independent Liquor Group - **Small Clubs Winner:**

Kempsey Heights Bowling Club

Sponsor: Stream Management - **Medium Clubs Winner:**

Gosford RSL Club

Sponsor: TAB Wagering - **Large Clubs Winner:**

Dee Why RSL Club

Outstanding Environmental Sustainability Award

Sponsor: Clubs' Sustainable Futures

Winner: Mounties;

Highly Commended: Asquith Bowling & Recreation Club

Outstanding Club Governance Award

Sponsor: Pigott Stinson

Winner: Dee Why RSL Club

People's Choice Award for Community Service

Sponsor: The Daily Telegraph

Winner: Campbelltown Catholic Club

Best Club Entertainment Award

Sponsor: NSW Department of the Arts, Sport & Recreation -

Small Clubs Winner: Budgewoi Soccer Club

Sponsor: Paltronics Australasia

Medium Clubs Winner: diggers @ the entrance;

Highly Commended: Young Services & Citizens' Club

Sponsor: Cadbury Schweppes

Large Clubs Winner: Revesby Workers' Club

Best Club Restaurant Award

Sponsor: Meat and Livestock Australia

Winner: Canterbury League Club

Best Casual Dining Venue Award - Sponsor: Coca-Cola Amatil

Winner: Dee Why RSL Club; **Highly Commended:** Mounties

Best Club Function Venue Award

Sponsor: Ainsworth Game Technology

Winner: The Epping Club

Best Club Gaming Venue Award

Sponsor: Stargames Corporation

Small Clubs Winner: Murwillumbah Services' Memorial Club

Sponsor: Konami Australia

Medium Clubs Winner: Gosford RSL Club

Sponsor: IGT - **Large Clubs Winner:** Dee Why RSL Club;

Highly Commended: Canterbury League Club &

Western Suburbs (Newcastle) Leagues Club

Outstanding Financial Management Award

Sponsor: KPMG Chartered Accountants

Small Clubs Winner: Murwillumbah Services' Memorial Club

Medium Clubs Winner: diggers @ the entrance;

Highly Commended: Toukley RSL Sub-Branch Club

Large Clubs Winner: Western Suburbs (Newcastle) Leagues Club

Encouragement of Amateur Sport Award

Sponsor: Paynter Dixon

Small Clubs Winner: Club Old Bar

Medium Clubs Winner: diggers @ the entrance

Large Clubs Winner: Mounties

Young Achiever in Clubs Award

Sponsor: Aristocrat Technologies Australia

Winner: Luke Simmons - North Sydney Leagues Club

Spirit of the Bush Award - Sponsor: ATMAAC International

Winner: Trangie Bowling Club

Outstanding Contribution to the Club Movement Award

Sponsor: Foster's Group

Winner: Kimberley Talbot - Richmond Club;

Highly Commended: Tony Smith - Deniliquin RSL Club

Outstanding Community Service Award

Sponsor: Maxgaming - **Small Clubs Winner:** Club Old Bar

Sponsor: Sky Channel

Medium Clubs Winner: diggers@the entrance

Sponsor: TAB Wagering - **Large Clubs Winner:** Dee Why RSL

Club; **Highly Commended:** Club Marconi

Tooheys Club of the Year Award - Sponsor: Tooheys Pty Ltd

Small Clubs Winner: Murwillumbah Services' Memorial Club

Medium Clubs Winner: diggers @ the entrance

Large Clubs Winner: Dee Why RSL Club

2008 Club of Excellence Award

Winner: The Epping Club

(Best Club Function Venue Award 2006-2008)

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Scott brings front-rower ethic to latest challenge

By PETER SHARP

There's a "head-down, bum-up" ethic among rugby front-rowers that sets them apart from the rest of the side. They drink together, talk about things that backline players don't understand and only smile after the siren – when the team wins.

Scott Hawkins has brought that sleeves-rolled-up attitude to his career in the hotel and club industry since he left his family home at Barraba, aged 18, to play top-level rugby union in Sydney with the Warringah Rats.

Scott's journey has landed him on the north shore of Lake Illawarra as General Manager of the Illawarra Yacht Club.

His rugby career ended prematurely, thanks to injury – severely torn ligaments in both elbows – but his passage into management has been as impressive as it has been rapid.

His first Sydney accommodation was living in Australia and Manly rugby league champion Steve Menzies's house, working part-time in the Woolworths fruit and veg section with an ambition to get into I.T.

But Scott was soon at the Dee Why Hotel Jet Club a few nights a week before his next move landed him living opposite the Mona Vale Hotel and it wasn't long before he picked up a few extra shifts in the nightclub.

Four months later, the nightclub manager moved on and Scott accepted his first big job offer. Six months later, one of the hotel managers resigned and Scott stepped up again – all before he had turned 20.

Almost a year to the day, he moved from hotels to clubs when he went to work for Bruce Smith as food and beverage manager at Pittwater RSL Club, staying two years before going to Neutral Bay Club as General Manager.

"It was small, just over 500 members with wonderful facilities and a great opportunity for me to get first-rate experience," Scott said.

The Palm Beach Golf Club General Manager job emerged less than three years later and Scott took the opportunity to broaden his horizons in another style of club.

"Again, it was a small club ... I was exposed to a new set of challenges and problems and, again, I was able to quickly and directly implement almost immediate change," he added.

Just on 18 months after packing up his world – his wife Jade and son Oliver, now three – he is living in Flinders, one of the Illawarra's booming residential areas, with a brief commute to a club with multi-million dollar views.

The "Yachtie" sits on the northern-eastern shore of Lake Illawarra at the

entrance to Kully Bay, which was developed to host the World Water Skiing Championships many years ago.

The club's ground floor recreation areas are less than 20 metres from the water's edge with upstairs dining, bar and gaming rooms looking due south with 270-degree views of the ocean, the sprawling lake and Great Dividing Range.

"No doubt, this is our greatest asset and we are planning to do a lot more to enhance that asset once we have all aspects of our core business in line," Scott says.

A CMAA member for six years, Scott says the career development programs offered by the CMDA are an integral factor in his capacity to learn and adapt to each new opportunity and challenge.

"Despite the major issues attached to each role, I believe being a young manager is an asset in as much as you need the enthusiasm and energy to tackle the problem and you learn another important lesson in patience to work through what are often long and complicated projects," the quietly spoken Scott says scanning the superb views south across the lake to the mountains, "I can think of worse places to be doing my job."

When the club constructed its outdoor terrace, with five poker machines, it added a beer garden to the application and Scott can't wait to start work on the project.

"I think we've done a good job around the club so far ... upstairs refurb, new catering and overhaul of the administration processes but I'm

looking forward to adding something special with a beer garden that brings the lake almost into the club," he added.

The northern lake suburbs are historically a high-migrant and low socio-economic demographic, but that's changing steadily with new housing estates and plenty of young people totally renovating old homes.

"It's a challenging time for everyone in the industry, but there are exciting times ahead once we get over the smoking laws hump and back to solid gaming figures," Scott said. "And this club has the land and the potential to become something very special."

Turning 30 is a milestone in anyone's life but Scott hopes his October birthday might be the moment when the "Yachtie" finds fresh new breezes to set sail for exciting times.



Illawarra Yacht Club General Manager Scott Hawkins takes in the magnificent view across Lake Illawarra to the Great Dividing Range.

Club Food & Beverage Management Summit 2008

Wednesday, October 1
Thursday, October 2

CMAA Career Development Centre
Auburn, Sydney



Limited to the first 100 registered delegates, this inaugural Summit is for all Food & Beverage professionals and senior managers who need ...

IDEAS
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INSPIRATION
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Wednesday, October 1

8:30am-9:20am Registration

Coffee supplied by Global Coffee Solutions.

9:20am-9:30am Summit Welcome

9:30am-10:15am Session 1

Your staff can't SELL, but they can be TAUGHT

Big Dave Staughton

Creating a dynamic sales team with everyone at the club can be achieved if YOU create the right environment and motivation.

10:45am-12:15pm Session 2

KEYNOTE SPEAKER

Catering Secrets from the Industry's Best ... How to re-energise your kitchen

Detlef Haupt, Executive Chef, Sydney Convention Centre.

Make food and beverage your club's profit centre. Detlef will reveal how productivity, efficiency and profitability has soared in Australia's leading catering venue. Trained in Europe, Detlef has worked in leading kitchens around the world. A dynamic and creative thinker, his role presents many logistical and culinary challenges - he believes catering for 60 people should be as demanding as for 600.

1:15pm-2:30pm Session 3

Master Class Group Discussions with Industry Specialists

Select the discussion group you would like to attend (groups limited to 20 people)

- **Creating New Wine Lists for Modern Clubs**
Group leader: Brendan Bate, Wine Writer and Wine Sales Specialist.
- **Don't Kill the Customer: Avoiding Common Health & Safety Traps**
Group leader: Isobel Kidd, Food Safety Specialist
- **Cost Control & Profit Principles in Club Catering**
Group leader: Melissa Ellis, Catering Specialist
- **Choosing a Franchise for your Club Catering**
Group leader: Rob Sawkins, Franchise Operations Consultant
- **Smart Purchasing Techniques for Clubs: maintaining profits at a time of soaring costs**
Group leaders: Steve Sids, Catering Contractor, Cronulla Sharks & Michael Foulkes, Catering Manager, Cabra Vale Diggers Club

3pm-3:45pm Session 4

From Head Chef to Operations Manager – Finding and Keeping Real Talent

Jeremy Glew, Chef Recruitment Specialist, and Troy McCook from Albury SS&A Club

What motivates a head chef to move out of the 'whites' and into a suit? Find out how smart clubs are handling this important area of career development and creating great results.

3:45pm-4:30pm Session 5

TXT your MSG & DRV sales: Marketing your club with SMS and smart email

Ken Burgin, Profitable Hospitality

Everyone has a mobile phone - even granny is online. Get the RIGHT message to the RIGHT people at the RIGHT time - watch your customer numbers grow. Text and email messaging costs a fraction of traditional direct marketing. And it's easy!



Summit

CMAA Members & CMDA

Non CMAA Members & CMDA

Summit Dinner Opt

Summit Sp

includes \$100 Training

Every person who registers & pays for the Summit on **1 September 2008** will receive a \$100 'redeemable*' for any of the following activities in 2009. *Offer Expires 31/12/2009

- Organising Profitable Functions
- Catering Supervisors Bootcamp

Activity Points - CMAA Members and CMDA Members can earn Activity Points for attending the Summit towards a Club Manager Award (ACCM). For members attending the Summit within a 50km radius of their club a further 5 Activity points will be awarded.

Venues - The Summit workshops will be held at the Career Development Centre Auburn. The Summit Dinner will be held at the Bankstown Sports Club Bankstown. Reservations are essential. **reservations**

The Ultimate Food

Wednesday 1 October

Bankstown Sports Club 8 G

\$65 pp inc

Following a great day at the Summit, enjoy a superb three-course wine event with a superb three-course meal and networking. Relax and learn something from the experts. Morrison, CEO of Frankston RSL Club, will be presenting wine sales to be a popular and highly profitable beverage offering.

Me

Canapés

Avocado Salsa, Mud Crab

Peking Duck

Vietnamese Rice Paper

Caramelised Onion

Seafood Ta

Salmon Tartare, Risotto-Filled Bab

Salt & Pepper Prawns

The Ma

Grilled Lamb Loin Marina

Provençal Vegetables & F

Grilled Corn Fed Chicken

Swiss Brown Mushroom F

Des

King Islands Cheese Treasure, Dr

Tea, Coffee &

(Wines supplied by Pernod Ricard, tap beer and non-alcoholic beverages during the dinner)



Details

Affiliates - \$395pp (GST incl)
MDA Affiliates - \$450pp (GST incl)
Non-Affiliate - \$65pp (GST incl)

Special Deal –
Bring a Friend –
Bring a Friend Coupon per person
Secure their place on the Summit before
100 Training Coupon for their club
for seminars/courses scheduled in 2008-

- Catering Profit Booster
- Function Supervisors Bootcamp

MDA Affiliates receive 20 Industry Activity
achievement or maintenance of the Active
members who travel more than 100km from the
clubs will be awarded.

Conducted in the Sarlemyne Theatre CMAA
The Summit Dinner will be held at the
recommended accommodation: Travelodge
enquiries@travelodge.com.au

Food & Wine Dinner

Thursday 6pm-10pm

Greenfield Parade, Bankstown
Includes GST

Participants will participate in a unique food and
wine meal, wine tasting, great facilities
and new tricks. Guest speaker Rob
Cadman will outline how he has built
his profitable part of his club's food &

Menu

On Arrival

Lab Meat & Salmon Roe
Lemon Cane
Paper Chicken Roll
& Goat Cheese Tart

Dinner Plate

Grilled Squid, Scallop in Thai Red Curry,
& Oyster Bloody Mary

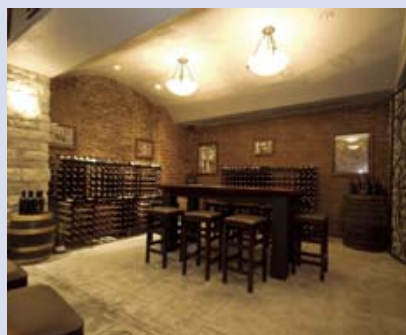
Dessert

Grilled in Garlic & Rosemary,
Rutherglen Port Wine Jus
Roast Breast w/ Roasted Corn &
Risotto, Asparagus Veloute

Dessert

Grilled Muscatel, Fig Paste & Lavosh
& Petits Fours

Beer, wine and soft drinks on arrival, wine and
beer, all other beverages on a cash basis)



Invest in your career with the CMAA knowledgebank...



Thursday, October 2

8:30am-9:30am Arrival

Coffee supplied by Global Coffee Solutions.

9:30am-10:15am Session 6

Promoting Events and Filling Empty Spaces

Big Dave Staughton

You offer good food, select beverages and great
function facilities, so how come you're not busy?
Big Dave Staughton will show you the secrets to
increasing your function business.

10:45am-12:15pm Session 7

Is This Your Worst Nightmare? A Day in Court?

Facilitated by the Brief Group, former WorkCover lawyers, experts in the law and OH&S.

This prosecution 'mock court' challenges everyone's thinking, and demonstrates OH&S
management responsibility in a fun and effective way. Cases revolve around prosecutions
and highlight the typical practical and legal failings experienced by most businesses.

1:15pm-2:30pm Session 8

Master Class Group Discussions with Industry Specialists

Select the discussion group you would like to attend (groups limited to 20 people)

- **Smart Menu Design:** creating profitable and popular choices with value pricing
Group leader: Dermot McEnroe, General Manager of Northcliffe Surf Club
- **The Joy of Dessert:** Easy New Ways to Boost Your Bottom Line
Group leader: Pete di Pino, Executive Chef, Nestle Food Service
- **Improve Your Bar Profits:** creating new offers and building better management
Group leader: Scott Cadman, Bar Manager at The Mawson Club
- **Cafe and Restaurant Makeover:** latest trends from Australia and Overseas
Group leader: Yuri Bolotin, Principal, Design Portfolio

3pm-3:45pm Session 9

Profiling the PERFECT Server – Who are They? & Where do I Find Them?


Jodi Dickson, Mounties HR Manager & Jane Grosvenor, Parramatta Leagues Club HR Manager
Find out how the experts put together simple, effective server profiles for food and bar staff
to increase the likelihood of finding and keeping the right people.

3:45pm-4:30pm Session 10


Bar Operations that Offer Flair, Creativity and the WOW Factor

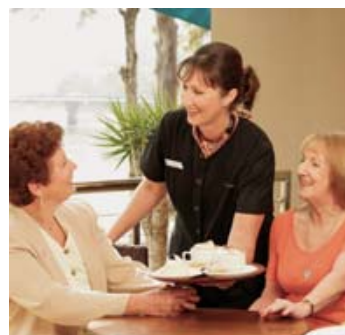
Andrew Izatt, Operations Manager and Scott Cadman, Bar Manager from The Mawson Club
Everyone sells beer, wine and spirits but do your customers take the bar for granted? Here's
how one club reinvented their bar and beverage service so it's the talk of the town with
cocktails and flair, a modern wine list, excellent beer and great facilities.





Acknowledgements
Pernod Ricard & Global Coffee
Photos: Currumbin RSL, Southport Sharks, City Golf
Club Toowoomba & Mark Burgin Photography





Registration Form

For more information visit: www.cmaa.asn.au or www.ProfitableHospitality.com

CMAA Members & CMDA Affiliates - \$395pp (GST incl)

Non CMAA Members & CMDA Affiliates - \$450pp (GST incl)

Summit Dinner Optional - \$65pp (GST incl)

Summit Special Deal – includes
\$100 Training Coupon per person

Every person who registers & pays for their place on the Summit **before 1 September 2008** will receive a **\$100 Training Coupon** for their club.

One form per person registering - photocopy this form if you need extra forms

Select your registration options with a corresponding tick

- ☐ I will be attending the **Summit Sessions** (100 people maximum – first registered & payment received given preference)
- ☐ I will be attending the **Summit Dinner at Bankstown Sports Club** (Wednesday 1 October 6pm)

(MR, MRS, MS)

FIRST NAME

[illegible]

SURNAME

[illegible]

YOUR POSITION/TITLE

[illegible]

YOUR ORGANISATION

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POSTCODE

STATE

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[illegible]

**To Register Your Place on the Summit fill out this Registration Form and Fax: 02 9643 2400 or
Mail to CMAA PO BOX 845 AUBURN 1845 NSW**

- ☐ I WILL BE PAYING BY CREDIT CARD (tick which type of card) ☐ Visa ☐ Mastercard ☐ AMEX

Card Number _____ / _____ / _____ / _____ Card Expiry Date ____ / ____

Card Holder Name _____ Signature _____

- ☐ I HAVE PAID BY DIRECT DEPOSIT into the CMAA account (attach a copy of the deposit slip)

Payment for: F&B Management Summit **Account Name:** CMAA **Bank:** Bankwest **Amount \$**_____

Account Type: Cheque BSB: 302 100 Account No: 1185176

- ☐ I WILL BE PAYING BY CHEQUE (please find attached) – Cheque payable to CMAA

CMDA Booking, Cancellation & Refund Policy:

- CMDA Booking, Cancellation & Refund Policy:**
1. Places are allocated in order of receipt of registration form and payment of fees. Payment is required prior to class commencing or position cannot be guaranteed.
 2. Written cancellation received more than 7 days prior to the commencement of the course will be subject to an administration fee of \$25 per person. Written advice should be directed to the Training Course Administrator.
 3. No refund will be given for cancellations received within 7 days of commencement of the course.
 4. If no written cancellation is received prior to the course, & the participant does not attend on the day(s), then the participant or the authorising club or company are liable for full course fees.
 5. Transfer of course registration more than seven days prior to course commencement will be subject to an administration fee of \$25. Written advice should be directed to the Training Course Administrator.
 6. Transfer of course registration within seven days prior to course commencement will be subject to an administration fee of 50% of full course fee (a medical certificate or statutory declaration is the only exception within two weeks of course commencement). Written advice should be directed to the Training Course Administrator.
 7. If a participant cannot attend, a substitute can attend in their place. Written notification is to be directed to the Training Course Administrator.
 8. The CMDA reserves the right to cancel or postpone a course in the event of unforeseen circumstances or insufficient numbers.
 9. If a course is cancelled participants will be booked onto the next available course, or you may request a full refund at no cost.

CMDA Privacy Policy:

The CMDA is committed to protecting your privacy & the confidentiality of information provided to us as per the Privacy Act 2001. The information you provide is necessary for the processing of your registration & updating your current records with us. The information will be used to contact you regarding registrations & cancellations, a range of current & future development opportunities, & other prospective events that may be of interest to you. Information provided by you will only be disclosed to a relevant third party as a part of the registered training organisation TQS requirements. Students may opt out of receiving marketing material by contacting the CMDA Training Course Administrator & requesting to 'unsubscribe'.

CMAA leads way in raising career opportunities

In May, the CMAA, represented by Education Manager Ralph Kober, exhibited along with 100 other institutions at the The National Careers and Employment Expo at the Sydney Convention and Exhibition Centre at Darling Harbour.

More than 30,000 high school students, university graduates, mature-aged persons and professionals attended the Expo over the two days looking to see what is offered in the job market.

The Expo was an opportunity for years 10, 11 & 12 students to gain career pathway advice and meet representatives from Australia's leading education, industry, government and corporate organisations.

On Saturday, May 10, Kate Southam, Editor of **CareerOne.com.au** hosted a panel of experts, answering career questions.

Ralph reported that there was strong interest shown by many in what the Registered Club Industry offers.

Not surprisingly, many attendees were amazed that clubs were more than just beer, bistros and poker machines.

When Ralph explained that clubs



Ralph Kober

require the same management skills and competencies that all other organisations seek, there was strong interest - particularly by visitors who held accountancy, administration, legal and event management qualifications.

Buoyed by the immense interest shown in club management as a career by those who don't see the industry as a possible career path, the CMAA will again exhibit at the 2009 Expo.

Any club interested in participating at this event next year can should contact Ralph at the CMAA - 02 96432300 - for details.

Other National Careers and Employment Expos were staged in Adelaide (May 2 and 3) Melbourne (May 16 and 17) and Brisbane (May 23 and 24).

Organisers hope this annual event becomes an integral aspect of the career journey - enabling visitors to meet representatives from all areas of the employment spectrum and provide an avenue to discover new opportunities, new industries and how existing skills can be utilised in ways previously not understood.



Good casino seating is a must to keep customers happy.

Patir are experts in the field and you can find them on **Stand 252**, Australasian Gaming Expo, Sydney 24-26 August, 2008

The importance of good casino seating can't be overstated. Customers can be seated for many hours at a time. A good cushioning coupled with attractive but functional design is vital. It's one of the first things the customer experiences in the casino: they see a game and sit down to try it out. A good seat could mean the difference between keeping a customer all day and losing them in 20 minutes.

Internationally known Patir-Design GmbH, the German based company are specialists in casino seating and are bringing their expertise to Sydney in order to broaden their base of satisfied customers.

The Patir company designs and manufactures a large variety of metal furniture such as chairs, bar stools, tables and seating solutions for



gambling halls and casinos. Patir will meet your individual needs providing you with high quality chairs in many colours and materials.

Their chairs are available with either a column in fixed height, a regular gas lift, a specially developed multifunctional gas lift or a self returning automatic mechanism.

In business for more than 15 years, Patir can help you achieve the perfect look in your casino interior, so why not visit stand 252 at the Australasian Gaming Expo.

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Please visit our Stand #252 at AGE Darling Harbour on 24-26 August, 2008

The 'Big Picture' up close and personal for

By KEN BURGIN

Celebrating its sixth year - and a fixture on the Club Industry hospitality calendar - the **Profitable Hospitality Trends Tour** to the *National Restaurant Hotel Motel Show* in Chicago served up a special treat in 2008.

The May event again provided the opportunity for entrepreneurial club "foodies" to ...

- observe, at close quarters, the way restaurants operate in the U.S.
- speak with leading business owners and industry experts
- compare food cultures
- identify what we do so well in Australia

A "theme" for the 2008 tour was observing all things char-grill related and investigating innovative kitchen equipment, getting behind the scenes in leading steakhouses such as the **Weber Grill Restaurant** and **Smith & Wollensky**, learning how they "do steak" in the U.S. and what we could do better back home to keep us well ahead of the game.

Cabra Vale Ex-Active Servicemen's Club Catering Manager Michael Foulkes believes it's important to understand the industry from an outside perspective.

"While it can be said that Australian food service is comparable and, in many cases, further advanced than America, it's not until you take a step back and look from the outside in, it's not possible to know if you could be doing things better," Michael said. "Or, if there are ideas out there that could



Lunch at Margaritaville in Las Vegas.

significantly change the way you do business?"

A visit to **Ben Pao**, a **Lettuce Entertain You Enterprises** restaurant, introduced us to a superb example of a unique Asian concept - "unauthentic" Asian cuisine, developed from Asian research and influence and cooked by chefs with little, or no, Asian cooking experience.

While some purists questioned that even if the concept and implementation was hugely profitable, was it right to adapt a particular cultural cuisine?

Most of the tour group arrived at, absolutely!

It would be hard to knock back a multi-million dollar turnover for the sake of such a technicality.

In the words of Michael Foulkes: "While the discerning Australian diner would not classify this food as "real" Chinese food, it was a most enjoyable Asian dining experience, and a highly successful business model."

Following a kitchen tour - right in the thick of things, as it turned out, with the kitchen team firing up for dinner - the tour group talked for more than an hour with **Ben Pao President Ed Culleen** and **John Buchanan**, the **Senior Vice President of Lettuce Entertain You Group** and **President of Lettuce Entertain You Consulting**.

Open discussion about the issues we share, such as employment difficulties and the challenge of creating a work culture that appeals to a more demanding - and scarce - workforce, was stimulating.

John's recommendation was to seriously consider how we could become the local employer of choice.

He challenged our thinking, exploring ways where, even in a smaller operation, we could implement measures to achieve that goal, leaving us with a final word of wisdom that resonated with the group ... "You can't change 40 things at once, but you can change 40 things once - to make a difference. Treat your employees with respect, and invest in their future - and yours."

The group was generally keen to discover the latest trends and opportunities to introduce faster service and use technology to reduce labour costs.

Service excellence in the U.S. is



Part of the tour group sightseeing in Las Vegas.



Serving from the front at Weber Grill Restaurant.

Aussie 'foodies'

impressive and something Australian operations can aspire to.

It was interesting that restaurants such as **Weber Grill** (1,400 covers per night) and **Smith & Wollensky** (averaging 1,500 meals per day) have expeditors serving front-of-house at service counters, ensuring fast-moving delivery.

The expeditors (sous chefs) know what's going on, what food has been ordered, what is coming through and where it should go.

Bus boys then deliver the food to the tables in a fast, efficient manner.

In busy operations in Australia, these practices are fast becoming worthy of consideration.

Club venues and restaurants have traditionally not thought about such precision timing but, as some successful club models are becoming busier, there is potential to look at the kitchen layout to ensure such smooth organisational processes are factored in.

Technology came into its own in the buffet dining environments in Las Vegas casinos.

At the **Rio** buffet, which serves thousands and has a servery more than 100 meters long, one attendant was on duty to manage special requests.

The entry for the majority of diners, however, was to simply swipe their credit cards at a machine, the turnstile opened - and that was that.

At **Caesar's Palace**, it was even more profitable for the restaurant.

Upon arrival, guests receive an in-house credit card to be swiped each time a serving of any dish is taken.

As nothing was price identified, a total of \$65 (plus taxes) at the end of a



ALH group with Osteria Via Stato Executive Chef David.

relatively casual meal came as a shock ... we had no idea we could eat so much.

It's a great way to upsell, but it's hard to believe this would work in an Australian club.

During the NRA Show, attending as many educational seminars as possible was high on the agenda.

Topics from technology and marketing, through to menu planning, staff retention issues and the "The Kitchen of the Future" were well attended.

Visiting many hundreds of exhibitors also had to be squeezed in - an unexpected bonus for **Rob Morrison** from **Frankston RSL Club** in Victoria,

was discovering a supplier of premium Wagyu beef in the NSW Darling Downs when he visited the **Austrade** Stand.

He was also delighted to find the **Penfolds** range there as well.

Extensive one-on-one time with operations managers in actual "Kitchens of the Future", at restaurants such as **Jimmy Buffett's**

Margaritaville in Las Vegas - where health and safety is paramount - was an eye-opener.

All heating and cooling appliances in this restaurant are thermostatically controlled and a sophisticated

Continued page 32

"You can't change 40 things at once, but you can change 40 things once - to make a difference. Treat your employees with respect, and invest in their future - and yours ..."



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Profitable Hospitality 2008 Food Tour

From page 31

electronic alarm system notifies the general manager via mobile, the minute an incident or variation in temperature is detected.

A visit to iconic steakhouse **Smith & Wollensky** was also fascinating.

To maintain its edge in a very competitive market, **Smith & Wollensky** butchers and dry-ages all its own meat in-house.

It also had a similar reverse serving set up to the one at the **Weber Grill**.

Here, the meal is served from the front of the counter and you have not one, but two waiters, serving the tables.

Portion sizes are immense and, generally, overwhelmed our group with delicious remnants – in some cases half a meal – being returned to the kitchen.

There were a few eyes popping when we observed the equivalent of a size 17 chicken being delicately de-boned at one table – full silver service – and subsequently consumed in its entirety by a sole female diner.

Dinner in the fully glassed dining room, situated adjacent to the food preparation area at **Smith & Wollensky**, provides entertainment value equally as good as **Gordon Ramsay** (without the language), says **General Manager David Doyle**.

That experience is ear-marked for the 2009 Tour.

According to **Sydney Turf Club Executive Chef Stuart Walton**, the tour provided an opportunity to increase his knowledge, make good contacts, and return with some brilliant ideas for his club.

"It was fantastic to visit restaurants and



The Austrade Stand at the NRA Show in Chicago.

talk with chefs, other industry experts and make some brilliant contacts," Stuart said. "I could never have organised this on my own – particularly meeting such interesting people in our tour group – with so much diverse experience and knowledge. Learning was interesting and completely enjoyable."

Once again, the tour concluded with a stimulating wrap-up seminar, reviewing the insights, inspiration and observations of the past packed nine days exploring the world of all things food-focused.

Next month, the group will join a "webinar" conference call to share how everyone is progressing, what initiatives have been actioned and what has been achieved by the group in their own businesses, since their return home.

We already have good news from

Donna Stevenson, from **Tradies at Gymea**, who was on the tour as a training incentive.

Donna reported soon after her return: "In the very first week back I have proved that the contacts, information and insights gathered were conducive to the profitability of our business. *The Brasserie* [the club's main dining facility] is closing down for one month due to renovations and *The Eureka Café* [which I manage] will be the sole supplier of food during this period. Without being a part of the 2008 Profitable Hospitality Tour and the access it provided to ideas, resources and industry experts, I would have relied on the internal information available and have danced to a familiar tune. Instead, I have created opportunities for increased capacity and up-selling our offerings, which have been applauded by the board."



Back of House at Margaritaville.



Club F&B Summit planned

The CMDA has been busy developing significant training and development activities and events for club managers and their staff. These courses and programs will help managers keep up to date with the rigorous demands of modern business.

CMAA Education Manager RALPH KOBER outlines a few items for your information ...

The CMDA and Ken Burgin from Profitable Hospitality are collaborating to present the inaugural "Club F&B Management Summit".

The Summit will be presented at the CMAA's Education Centre at Auburn on October 1 and 2.

Building on the success of bringing to the Club Industry high-quality and relevant information and education around Food and Beverage management competencies, the two-day *Club F&B Management Summit* program will comprise eight Keynote Presentations and nine Master Class Discussion sessions with industry specialists across all F&B disciplines, including ...

- > event management
- > improving bar profits
- > profiling the perfect server
- > F&B and technology
- > financial measurement of bar and food operations
- > how can chefs make the jump from the kitchen to front-of-house management?
- > creating profitable wine lists
- > innovation in food
- > smart purchasing techniques
- > new equipment for high-volume outlets
- > compliance traps - and more

More than 20 quality presenters, including **Detlef Haupt - Executive Chef** at the **Sydney Convention & Exhibition Centre**; **Big Dave Staughton**, **Yuri Bortolin**, **Ken Burgin**, **Rob Sawkins**, **Pete di Pinno - Nestle Food Service Chef** - and others of comparable status have been secured to deliver what will be a great F&B management networking event.

Places for the 2008 *Club F&B Management Summit* will be limited to the first 100 managers who register.

Those candidates also can take up the offer of generous training discount coupons for future training events.

There will also be the "*Summit Dinner Experience*" when delegates will have first-hand experience in how to conduct a wine tasting night in their own clubs by participating in the event at the **Bankstown Sports Club**, which is



being offered as part of the *Club F&B Management Summit*.

Full details of the *Club F&B Management Summit* are contained in a four-page brochure as the centrespread in this magazine.

Contact **Ralph Kober** at the CMDA - 02 9643 2300 - for more information.

The introduction of the balance of the Rudd Government's workplace relations legislation on July 1 means the CMDA will relaunch delivery of the nationally accredited *THHGLE10B Manage Workplace Relations ACCM* unit.

The course has been updated to reflect precisely what the new legislation requires from clubs in the management of their employees.

Dates and locations will be announced later this month.

The "Supervisor Bootcamp" course was launched earlier this year and has been well received by around 50 supervisors.

Focussing on how to best prepare new supervisors and team leaders with the challenges of making the transition from "buddy to boss" has been a key foundation stone in the success of the program.

Facilitated by experienced hospitality educators and specialists, *Supervisor Bootcamp* aims to give new

supervisors a solid grounding in managing others, problem solving, communicating in a directive yet collaborative manner, delegation and more.

Supervisor Bootcamp can be tailored to meet the needs of individual clubs for in-house delivery and will be offered in a compressed format outside Sydney in 2009.

The need for all supervisors and managers to properly and thoroughly understand and be comfortable with cost control principles was at the heart of the development of the new "*Introduction to Cost Control Principles*" course developed by the CMDA.

Introduction to Cost Control Principles is a high-impact, one-day refresher, educational course that aims to help anyone who needs to understand how costs affect the profitability of their operations.

Key outcomes include ...

- > Explain gross profit and how we obtain the gross profit figure
- > Have an understanding of ethical practice and staff integrity
- > Explain the significance of the gross profit figure
- > Understand the implications of a decrease / increase in the gross profit figure
- > Calculate Cost of Sales / Goods accurately
- > Stock take to obtain COGS
- > Identify factors that affect COGS
- > Determine how waste is recorded and calculated
- > Use simple calculations that show how to express percentages including COGS, labour and overheads
- > Perform basic exercises from different operational areas
- > Understand best-practice purchasing

The CMDA has scheduled 16 courses during the second half of 2008 in Auburn, North Sydney, regional NSW and Queensland.

At \$240 (per person) for **CMA Members** and **CMDA Affiliates**, the course will make smaller a huge gap in a line manager's understanding of how gross profit is affected by lack of controls around costs.

If you have any ideas or suggestions on how the CMDA can better accommodate you and your staff's needs in the area of professional development and training, please contact the CMDA team - **Ralph, Narell Harrison** and **Brad Jones**.

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Customer Service Institute
of Australia are proud to
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Certificate and Diploma for Customer Service For Club Managers

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The CSIA has worked with the CMAA to develop a training assessment and certification program leading to Australia's first and only formal nationally recognised "Certified Customer Service Manager" designation.

Clubs across Australia can now benefit from qualified service professionals.

The course includes a workbook and a two day workshop, workplace assignments and an assessment.

Government Funding is available for eligible candidates.



For more information and to receive a Government Funding Eligibility Form please phone Ralph Kober on: (02) 9643 2300
Email: ralph@cmaa.asn.au

For more information on the course please visit <http://www.csia.com.au/ccsm.asp>



"I would like to congratulate the Customer Service Institute of Australia for putting together such a practical program in the CCSM Course. I have found its flexibility very valuable in allowing me to work at my own pace and in implementing what I have learnt almost instantly through the workplace based activities and assignments."

**Tracey Van Rossum ACCM
General Manager
Moorebank Sports Club**



Managers brave another 'big wet' on the Coast

Forty members of the Central Coast Zone met at Woy Woy Leagues Club last month amid yet another prolonged deluge of much-needed rain. Not deterred by the inclement weather, members attended the Head Office Report Meeting presented by Education Manager Ralph Kober and two workshops. Central Coast Zone President David Brace convened the meeting and praised the efforts of Zone Publicity Officer Christine Haynes in organising and putting together the marketing materials for the Zone's upcoming local Conference.

Zone Publicity Officer Troy Sheary reports the Central Coast Zone Conference will be presented at the Crowne Plaza Terrigal on August 13 and 14. This innovative conference, the first of its type for the Zone, will provide club managers with an opportunity to further develop their professional skills.

Club managers wanting to register for the Conference should log on to <http://cma.diggersattheentrance.com.au>

Congratulations to Brett Ellis, from Doyalson Wyee RSL Club, for being awarded the Zone Bursary to the CMAA's Mid Year Executive Leadership

Conference at Conrad Jupiters on the Gold Coast this month.

Members were interested to hear from Ralph Kober on how the CMDA can assist both individual managers and their staff in developing the competencies required to meet the challenges of the business environment now and into the future.

Key messages from Ralph's workshop:

- The Association offers free career consultation advice to all CMAA members
- Ralph will happily meet with clubs to develop organisational training and development plans for the management and supervisory teams
- A variety of line-level, supervisory and management training and development programs are offered publicly and in-house to meet individual and organisational club needs
- An assessment pathway, via recognition of prior learning, is offered free of charge to all CMAA members and CMDA Affiliates which accelerates a person's progression through qualifications

- A two-day Club F&B Management Summit presented by the CMAA and Ken Burgin, from Profitable Hospitality, is planned for October 1 and 2 (see pages 25 to 28) at Auburn covering F&B workshops and wine tasting dinner.

Following Ralph's workshop, Kristen Gower, from **RT Hospitality**, presented a session, "*Discipline Versus Coaching*", which clarified when it's best to use either process in dealing with poor employee performance. Kristen has spent many years in H.R. with some large clubs and has combined that with a sound legal knowledge to share information on the current changing industrial relations climate.

The session was informative and served as a reminder to managers that often having the courage to give constructive feedback to others when it happens will provide a better result in influencing a change in a person's behaviour rather than waiting six-to-12 months during a performance appraisal meeting.

Members then enjoyed the hospitality of the Woy Woy Leagues Club before braving the elements for the return journey.

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“Intro to Cost Control Principles”

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- Explain the significance of the gross profit figure
- Understand the implications of a decrease or increase in the gross profit figure
- Calculate Cost of Sales/Goods accurately
- Stock-take to obtain COGS
- Identify factors that affect COGS
- Determine how waste is recorded and calculated

UNDERSTAND PERCENTAGES

- Use simple calculations that show how to express percentages including COGS, Labour and Overheads

IDENTIFY FACTORS AFFECTING PROFIT BY DEPARTMENT

- Perform basic exercises from different operational areas



9:30am – 4:30am (Catering & Workbook supplied. **Participants are to bring their own calculators**)

\$240 + GST CMAA Member or CMDA Affiliate* **\$340 + GST** Non Member

*To find out more about the CMDA Affiliate Program contact: Brad Jones P: (02)9643 2300 E: brad@cmaa.asn.au



Location	Venue	Date
NSW	NSW	NSW
Sydney	CMAA Career Centre Auburn	Mon 23 June / M 17 November
Central Coast	Mingara Recreation Club	Mon 3 July
Far South Coast	Milton Ulladulla Bowling Club	Mon 28 July
Hunter	East Maitland Bowling Club	Mon 11 August
Mid North Coast	Coffs Ex Services Club	Mon 18 August
Sydney	Balgowlah RSL Club	Mon 15 September
Far North Coast	Tweed Heads Bowling Club	Mon 22 September
North West State	Narrabri RSL Club	Mon 20 October
Illawarra	Dapto Leagues Club	Mon 10 November
Mid State	Dubbo RSL Club	Mon 24 November
Riverina	Griffith Ex Services Club	Mon 1 December
Great Lakes	Taree Leagues Club	Mon 8 December
QUEENSLAND	QUEENSLAND	QUEENSLAND
Brisbane	Kedron Wavell RSL Club	Mon 14 July
Gold Coast	Currumbin RSL Club	Mon 25 August
Sunshine Coast	Nambour RSL Club	Mon 13 October



To register for any of these course dates complete the Registration Form & Return to Brad Jones at the CMDA F: 02 - 9643 2400

Save training, accommodation & travel \$\$\$\$... buy the course for a set price for delivery in your club for up to 15 staff & find out how!

Call Brad 02 - 96432300

'Intro to Cost Control Principles' Course Registration Form

Your Contact: Brad Jones CMDA e: brad@cmaa.asn.au P: (02) 9643 2300 F: (02) 9643 2400

NOTE: Full or Partial completion of this form is taken as acceptance by those people listed &/or authorising this form, of the CMDA Booking & Cancellation Policy shown below.

Select your preferred course date & location by ticking ☒ the aligned circle

Date	Location		Date	Location
<input type="radio"/> Mon 23 June	Sydney CMAA Career Centre AUBURN		<input type="radio"/> Mon 10 November	Illawarra/Shoalhaven Dapto Leagues Club
<input type="radio"/> Tue 1st July	Central Coast Mingara Recreation Club		<input type="radio"/> Mon 17 November	Sydney CMAA Career Centre AUBURN
<input type="radio"/> Tue 29 July	Far South Coast Milton Ulladulla Bowling Club		<input type="radio"/> Mon 24 November	Mid State Dubbo RSL Club
<input type="radio"/> Mon 11 August	Hunter East Maitland Bowling Club		<input type="radio"/> Mon 1 December	Riverina/Murray Griffith Ex Services Club
<input type="radio"/> Mon 18 August	Mid North Coast Coffs Ex Services Club		<input type="radio"/> Mon 8 December	Great Lakes Taree Leagues Club
<input type="radio"/> Mon 15 September	Sydney Northern Suburbs Balgowlah RSL Club		<input type="radio"/> Mon 14 July	Queensland Kedron Wavell RSL Club Brisbane
<input type="radio"/> Mon 22 September	Far North Coast Tweed Heads Bowling Club		<input type="radio"/> Tue 26 August	Queensland Currumbin RSL Gold Coast
<input type="radio"/> Mon 20 October	North West State Narrabri RSL Club		<input type="radio"/> Mon 13 October	Queensland Nambour RSL Club Sunshine Coast

Name	Position	CMAA Member	CMDA Affiliate	Non Member	Total \$
		<input type="radio"/> \$240	<input type="radio"/> \$240	<input type="radio"/> \$340	

Mobile No: _____ Email: _____

Club/Company: _____

Club/Company/Private Address: _____

Postcode: _____ Phone: () _____ Fax: () _____

Authorised by: _____ Position/Title: _____ Email: _____

Email addresses will be used to provide updates on CMDA Training & confirmation of your registration. Indicate if you wish to receive updates: Yes/No

Select your preferred payment option by ticking ☒ the aligned circle

<input type="radio"/> I WILL BE PAYING BY CREDIT CARD (tick which type of card) <input type="radio"/> Visa <input type="radio"/> Mastercard <input type="radio"/> AMEX			
Card Number <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>		Card Expiry Date <input type="text"/> / <input type="text"/>	
Card Holder Name _____		Signature _____	
<input type="radio"/> I HAVE PAID BY DIRECT DEPOSIT into CMAA account – (attach a copy of the deposit slip)			
Payment for: Intro to Cost Control Principles Course			
Account Name: CMAA	Bank: Bankwest	Amount \$ <input type="text"/>	Account Type Cheque
		BSB 302 100	Account No 1185176
<input type="radio"/> I WILL BE PAYING BY CHEQUE (please find attached) – Cheque payable to CMAA			
Mail to : CMAA 67-73 St Hilliers Road AUBURN 2144 NSW OR Fax to: (02) 9643 2400			

CMDA Booking, Cancellation & Refund Policy:

- Places are allocated in order of receipt of registration form and payment of fees. Payment is required prior to class commencing or position cannot be guaranteed.
- Written cancellation received more than 7 days prior to the commencement of the course will be subject to an administration fee of \$25 per person. Written advice should be directed to the Training Course Administrator.
- No refund will be given for cancellations received within 7 days of commencement of the course.
- If no written cancellation is received prior to the course, & the participant does not attend on the day(s), then the participant or the authorising club or company are liable for full course fees.
- Transfer of course registration more than seven days prior to course commencement will be subject to an administration fee of \$25. Written advice should be directed to the Training Course Administrator.
- Transfer of course registration within seven days prior to course commencement will be subject to an administration fee of 50% of full course fee (a medical certificate or statutory declaration is the only exception within two weeks of course commencement). Written advice should be directed to the Training Course Administrator.
- If a participant cannot attend, a substitute can attend in their place. Written notification is to be directed to the Training Course Administrator.
- The CMDA reserves the right to cancel or postpone a course in the event of unforeseen circumstances or insufficient numbers.
- If a course is cancelled participants will be booked onto the next available course, or you may request a full refund at no cost.

CMDA Privacy Policy:

The CMDA is committed to protecting your privacy & the confidentiality of information provided to us as per the Privacy Act 2001. The information you provide is necessary for the processing of your registration & updating your current records with us. The information will be used to contact you regarding registrations & cancellations, a range of current & future development opportunities, & other prospective events that may be of interest to you. Information provided by you will only be disclosed to a relevant third party as a part of the registered training organisation TQS requirements. Students may opt out of receiving marketing material by contacting the CMDA Training Course Administrator & requesting to 'unsubscribe'.

Ian and his team return for another term

Ian Todd and his Committee received a ringing endorsement from the membership when all sitting members were returned for another at the St George Cronulla Zone AGM.

There are two new faces on the Committee – Stuart Jamieson and Alicia Upton – following the election of office bearers for 2008-2009 conducted at St George Motor Boat Club in early June.

The Zone Committee is ...

- President: Ian Todd, ACCM – Kingsgrove RSL Club
- Vice President: Gary Baudinette – Engadine Bowling & Recreation Club
- Secretary: Shawn Morris – Georges River 16ft Sailing Club
- Treasurer: Stuart Jamieson – Club Rivers
- Education Officer: Douglas Kirkham – Tradies @ Gynea
- Publicity Officer: Alicia Upton – Kernell Community Sports & Recreation Club

Stuart, the Operations Manager at Club Rivers, also serves on the CMDA's Board of Management Studies with

fellow Zone member Tony Lykakis, the General Manager at St George Rowing Club.

Ian, who is also Division B – St George Cronulla Zone and Inner West Zone – Federal Councillor welcomed more than 40 members, including past CMAA Federal President (1974-1983) and Association Life Member Les Evennett, to the meeting along with CMAA Federal Executive member Tim McAleer, ACCM.

Ian also reported that Di Thornton (Secretary) and Dane Cartwright (Treasurer) had resigned from their Committee roles during the previous year.

CMAA Education Manager Ralph Kober and Communication Services Manager Peter Sharp attended to present the Head Office Report, with Peter also conducting the election of office bearers.

Peter and Ralph touched on the major topics affecting club managers and the industry, including media coverage of binge drinking and problem gambling issues, the NSW Government's decision to offer club's hardship relief from the state's gaming machine taxation legislation along with the CMDA's new range of training and professional development programs.

Barringtons Group Executive Director Allen Barry and Barringtons Queensland representative Liz Osborne kicked off the day with a free Education Workshop at 9am



titled, "Meeting the Challenge of Club Security and Compliance", in front of an enthusiastic audience.

Allen told managers they are legally required to ensure that their club, staff and patrons are kept safe from harm. "The challenge for managers then is to provide evidence that there are systems, policies and procedures in place that will minimise risk and that all requirements have been met," Allen advised.

Following the workshop and AGM, members joined club industry trade representatives for a superb three-course luncheon enjoyed by more than 150 guests, overlooking the spectacular Georges River and out of the steady rain.

The next Zone Meeting will be at Engadine Bowling & Recreation Club on Tuesday, September 2, with the annual Neville Worton Charity Golf Day at Kogarah Golf Club on Tuesday, September 23 and Christmas Meeting and Luncheon at the Georges River 16ft Sailing Club on Tuesday, December 2.



The CMAA St George Cronulla Zone Committee (from left) Douglas Kirkham, Gary Baudinette, Alicia Upton, Shawn Morris, Ian Todd and Stuart Jamieson.



Barringtons Executive Director Allen Barry (left) and Barringtons representative Liz Osborne with Zone President Ian Todd (right) and Education Officer Douglas Kirkham.

Bursary winners turn out in style

A group of managers showed their enthusiasm for developing their careers with an impressive attendance at the Illawarra Shoalhaven Zone Bursary Luncheon at Sussex Inlet Bowling Club. Nine of the 10 managers (pictured right) who won bursaries attended the presentation luncheon hosted by Sussex Inlet Bowling Club Manager Ross Corcoran.

The bursaries were for the "Duty Manager Development Program", which was staged at Dapto Leagues Club in early June.

CMAA Communication Services Manager Peter Sharp attended the luncheon and presented the bursary certificates, calling on each recipient to speak about their roles at their clubs and outline what each person was hoping to gain from attending the course.

The bursary winners were ...

- > Gary Hewitt from Culburra Bowling Club
- > Kathy Adrian from Collegians
- > Chris Profke from Culburra Bowling Club
- > Matthew Rojo from Windang Bowls Club
- > Mathew Ison from Dapto Leagues Club
- > Kelly Rowe from Wollongong Golf Club
- > Andrew Gunn from Warilla Bowling Club
- > Oscar Ferreira from Windang Bowls Club
- > Matthew McKeirnan from Warilla Bowling Club
- > Peter Moosman from Windang Bowls Club

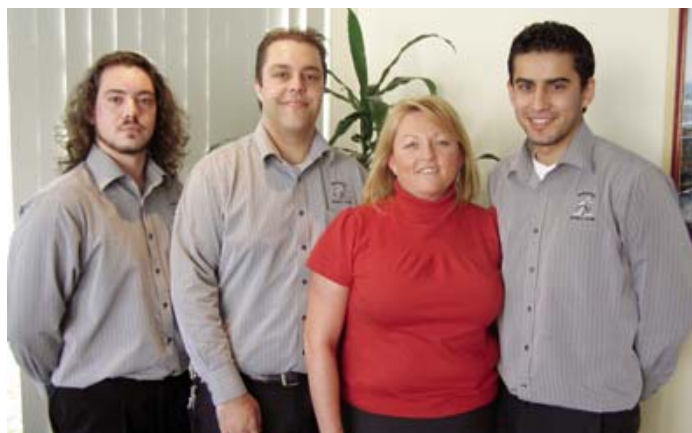


In addressing the gathering of more than 30 managers, Peter encouraged all Zone members to look towards the CMAA's education program as an opportunity to advance their careers and the chances of one day running an organisation.

Ross Corcoran also spoke at the end of the five-course luncheon, announcing that he had just promoted new CMAA member Angela White to the position of Operations Manager.

Port Kembla RSL Club General Manager Gerd Zarembo also hosted a Zone Luncheon at his club on Friday, June 27.

The Zone's next Quarterly Meeting will be at Bomaderry Bowling Club on Friday, July 27 and the annual Zone Charity Golf Day will be staged at The Grange Golf Club on Monday, August 4.



Windang Bowls Club was well represented at the Zone bursaries presentation luncheon at Sussex Inlet Bowling Club.



Sussex Inlet Bowling Club General Manager Ross Corcoran with his new Operations Manager Angela White.



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July-August 2008

For full content details of each of the programs contact the CMDA or refer to the 2007 calendar on our website.
Phone: (02) 9643 2300 www.cmaa.asn.au Email: training@cmaa.asn.au

COURSES	JULY	AUGUST
Provide Responsible Service of Alcohol (THHBF09B) (LAB approved) ACCM Unit - 1 Day	M7 (Tradies) W9 (West Ashfield) W16 (Mounties)	M4 (City Tatts) W20 (Mounties)
Provide Responsible Gambling Services (THHADG03B) (LAB approved) ACCM Unit - 1 Day	T8 (Tradies) Th10 (West Ashfield) Th17 (Mounties)	T5 (City Tatts) Th21 (Mounties)
Duty Management Development Program - 2 x 3 Day Sessions Content includes: HR Fundamentals, Cost Control, Leadership, Compliance/Risk Management. Participants receive a self paced Computer Skills CD-ROM and a comprehensive Effective Business Writing workbook. This program targets Duty Managers and Senior Supervisors.	(S2) M21, T22 & W23	
Supervisor Boot Camp - 5 x 4 hour sessions (12:30pm – 4:30pm) + 1 x 7 hour session (9:30am – 4:30pm) For potential & existing team leaders & supervisors. Includes: Identifying the responsibilities & characteristics of an effective supervisor, personal values & style, time mgmt skills, communication & motivational techniques, delegation & problem solving, supervising service excellence, THHGLE01B Monitor Work Operations & Train the Trainer (THHGT01B Coach Others in Job Skills)		(S1) M4, (S2) M11, (S3) M18 & (S4) M25 Continues Sept
Analyse & Report on Gaming Machine Data THHADG01B ACCM Unit - 2 Days (Prerequisite for Gaming Management Development Program THHADG02A) Deals with the collection, analysis, reporting of EGM data per statutory requirements & variances through cash flow analysis.		T12 & W13
Gaming Management Development Program - ACCM Unit - 2 x 3 Day Sessions (Develop & Manage Gaming Activities THHADG02A) Ideal for Gaming Supervisors and Managers. Covers; EGM install and floor layouts, LAB, Gaming, HR issues, gaming promotions, advanced analysis, poker machine fraud and minor gaming activities.	(S1) M28, T29 & W30	(S2) M25, T26 & W27
Monitor Staff Performance THHGLE06B ACCM Unit - 2 Days Deals with the skills and knowledge required to monitor staff performance, includes skills in performance appraisal and counselling.	T8 & W9	
OHS Risk Management for Supervisors and Managers - 2 Days (Implement Workplace Health, Safety & Security Procedures THHGLE02B) Ideal for all supervisors and managers. Meets the training requirements for supervisors and managers as stated in the OHS Regulation 2001.		M4 & T5
OHS Consultation –(Workcover Approved) ACCM Unit - 2 x 2 Day Sessions (Establish & Maintain a Safe & Secure Workplace THHGLE04B) Meets the training requirements for OH&S Committees/OH&S Representatives, as stated in the OH&S Regulation 2001.	(S1) M7 & T8 (S2) M28 & T29	
Manage Quality Customer Service THHGLE11B ACCM Unit – 1 Day Deals with the skills and knowledge required to manage customer service quality in the workplace, focusing on the need to develop pro-active approaches to service quality issues.	M21	
Manage Workplace Relations THHGLE10B ACCM Unit - 3 Days This unit deals with the skills and knowledge required to manage workplace relations, from an industrial relations perspective.	Contact CMDA for dates.	

Regional Training

COURSES	JULY	AUGUST
Provide Responsible Service of Alcohol (THHBF09B) (LAB approved) ACCM Unit - 1 Day	Tweed W9	
Provide Responsible Gambling Services (THHADG03B) (LAB approved) ACCM Unit - 1 Day	Tweed Th10	
Train the Trainer - 1 Day (THHGT01B Coach Others In Work Skills) Ideal for supervisors & managers who are responsible for on-the-job training of other staff members. Deals with planning & preparing for coaching sessions, conducting sessions in the workplace and following up to monitor participant progress.	Orange T15	Singleton M4
Deal with Conflict Situations THHGCS03B - 2 Days For anyone who has to lead teams, resolve conflict with staff, customers and their peers.	Belconnen M14 & T15	Griffith M18 & T19
Duty Management Development Program - 2 x 3 Day Sessions Content includes: HR Fundamentals, Cost Control, Leadership, Compliance/Risk Management. Participants receive a self paced Computer Skills CD-ROM and a comprehensive Effective Business Writing workbook. This program targets Duty Managers and Senior Supervisors.		Tamworth (S1) M4, T5 & W6 Continues Sept
Analyse & Report on Gaming Machine Data THHADG01B ACCM Unit - 2 Days (Prerequisite for Gaming Management Development Program THHADG02A) Deals with the collection, analysis, reporting of EGM data per statutory requirements & variances through cash flow analysis.	Tuggerah T22 & W23	
Marketing Fundamentals - 1 Day (Prerequisite for Develop & Manage Marketing Strategies THHGLE12B)	Woden ACT W16 & Th17	Griffith W20 & Th21
Roster Staff THHGLE05B - ACCM Unit - 1 Day Assists Managers in creating cost efficient base rosters that utilise the flexibility the award provides. Ideal for all managers.		Tamworth T5
Recruit and Select Staff THHGLE07B - ACCM Unit - 2 Days This unit deals with the skills and knowledge required to recruit and select staff within the framework of overall human resource plans.	Moruya M21 & T22	Maroochydore W27 & Th28

Courses featuring a code prefixed by either BSB or THH are nationally recognised & accredited training units. Upon successful completion of assessment requirements, participants will be issued with a Statement of Attainment and/or a Qualification. For further information contact Brad Jones at the CMDA, either; Phone: (02) 9643 2300 or Fax: (02) 9643 2400.

Mid State Zone welcomed a new member to its Quarterly Meeting at Gilgandra Services Club in late May.

Zone President Chris Chapman welcomed 11 members, including his home town counterpart Mick Handley, to his club for the meeting. Mick is the Secretary Manager at Gilgandra and had a stroll down to road to join the gathering where he met Secretary/Treasurer Owen Hughes and Education Officer Geoffrey Holland from the Zone Committee.

CMAA Communication Services Manager Peter Sharp was introduced to both Dubbo and Gilgandra when he made the trip west to present the Head Office Report. Peter got a GM's tour of the Dubbo RSL Club from Geoffrey Holland before travelling together to "Gil" for the meeting. Peter's report focused on the NSW



Education Officer Geoffrey Holland (left) and Secretary/Treasurer Owen Hughes (right) welcome Gilgandra Bowling Club Secretary Manager Mick Handley to his first Mid State Zone Meeting.

Mick gets a warm welcome

Government's decision to invoke a "hardship" option for clubs wishing to defer payment of taxes under the gaming machine legislation introduced in 2006.

Other matters discussed during the meeting included media coverage of

the high-profile binge drinking and problem gambling issues that have attracted so much media attention.

The Mid State Zone Study Tour to Canberra also was on the agenda, along with the Zone's first Charity Golf Day in September.

Chris said the Zone has claimed Tuesday, September 16, for the inaugural CMAA Mid State Zone "Youth off the Streets" Charity golf day and fundraising dinner.

"We plan to make this a day filled with fun and friendship that will see the event

recognised on the calendar as an annual event for all CMA members, trade

representatives and the community at large," Chris said. "Youth of the Streets" founder and CEO, Father Chris Reilly, is expected to attend both the golf and dinner to enlighten guests on the issues and problems of helping young people at risk.

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Partner

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F: (02) 6283 1553

NSW

CITY EASTERN SUBURBS ZONE

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Paddington-Woolollahra RSL Club
P: (02) 9331 1203
F: (02) 9332 3973

MANLY NORTHERN SUBURBS

Luke Simmons
North Sydney Leagues Club
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Coast turns on charm for Cameron event

The annual Peter Cameron Golf Day proved to be yet another triumph for the City Eastern Suburbs Zone and its charities.

Kensington War Memorial Club General Manager Paul Dalton again put in the hard yards in organising the day that attracted 100 players to the four-person Ambrose event and luncheon.

Paul was at Maroubra RSL Club for 30

years before his move in 2004 and has been organising the golf day since 1992 when the Zone decided it would honour the memory of former CMAA Federal President and Association Life Member Peter Cameron.

"Peter was my boss at Maroubra for 14 years and a wonderful man who was a credit to the Club Industry," Paul said. "We had another very successful day at The Coast. The club has provided great

support to our event and we will be back again next year."

Paul also paid tribute to CMDA partners Foster's, Tooheys, Coca-Cola Amatil and Pernod Ricard along with Domaine Shippers who joined forces to sponsor the day.

Funds raised go to support the Zone Bursary program and to Camp Quality.

Photos: Glenn Duffus Photography



Day	Date	Meeting	Venue	Zone
JULY				
Tuesday	01/07/2008	14:00	Jupiters Gold Coast	CMAA Federal Executive / Federal Council Meeting
Wednesday	02/07/2008	16:00	Jupiters Gold Coast	CMAA General Meeting
Wednesday - Friday	02 - 04/07/2008	09:00	Jupiters Gold Coast	CMAA Mid-Year Conference
Saturday	05/07/2008	11:00	Gold Coast Turf Club	Brisbane Gold Coast Zone Charity Race Day
Tuesday	08/07/2008	09:30	Bondi Junction RSL Club	City Eastern Suburbs Zone Meeting
Tuesday	15/07/2008	10:00	Rich River Golf Club	Riverina Murray Zone Meeting
Wednesday	16/07/2008	11:00	Club Forster	Great Lakes Zone Meeting
Monday	21 - 23/07/2008	09:00	Twin Towns, Coolangatta	RSL & Services Clubs Association National Conference
Thursday	24/07/2008	09:30	Ryde Eastwood Leagues Club	Manly Northern Suburbs Zone Meeting
Friday	25/07/2008	11:00	Bomaderry Bowling Club	Illawarra Shoalhaven Zone Meeting
Saturday	26/07/2008	11:00	Dubbo RSL Club	Mid State Zone Meeting
Friday	07/2008	10:00		Inner West Zone Meeting
Thursday	31/07/2008	09:30	Auburn	CMAA Executive Meeting
AUGUST				
Monday	04/08/2008	07:30	The Grange Golf Club	Illawarra Shoalhaven Zone Charity Golf Day
Tuesday	05/08/2008	09:30	Bribie Island RSL Club	Sunshine Coast Zone Meeting
Tuesday	12/08/2008	10:30	Urunga Golf Club	Mid North Coast Zone Meeting
Wednesday	13/08/2008	09:30	Armidale Services Club	North West State Zone Meeting
Wednesday	13/08/2008 TBC	10:00	2 Day Conference TBA	Central Coast Zone Meeting
Thursday	14/08/2008	09:30	Tomakin Sports & Social Club	Far South Coast Zone Meeting
Friday	15/08/2008	10:00	Foster's Brewhouse	Victoria Zone Meeting
Tuesday	19/08/2008	08:00	Fox Hills Golf Club	Nepean Zone Golf Day
Wednesday	20/08/2008	11:00	Newcastle Leagues Club	Hunter Zone Meeting
Sunday - Tuesday	24 - 26/08/2008	09:30	Darling Harbour Sydney	AGE 2008 www.austgamingexpo.com
Thursday	28/08/2008	09:30	Auburn	CMAA Executive Meeting
SEPTEMBER				
Tuesday	02/09/2008	09:00	Engadine Bowling Club	St George Cronulla Sutherland Zone Meeting
Thursday	04/09/2008	09:30	Wynnum Leagues Club	Brisbane & Gold Coast Zones Combined Meeting
Friday	05/09/2008	10:00	Sydney Rowers Club	Inner West Zone Meeting
Tuesday	09/09/2008	09:30	Bondi Icebergs	City Eastern Suburbs Zone Meeting
Tuesday	16/09/2008	08:00	Forbes Services Memorial Club	Mid State Zone Charity Golf Day
Thursday	18/09/2008	11:00	St Marys Leagues Club	Nepean Zone Meeting
Tuesday	23/09/2008	07:30	Kogarah Golf Club	Neville Worton Golf Day
Thursday	25/09/2008	09:30	Auburn	CMAA Executive Meeting
OCTOBER				
Wednesday	08/10/2008	09:30	Lismore Workers Club	Far North Coast Zone Meeting
Tuesday - Saturday	11 - 14/10/2008		Gold Coast Convention Centre	ClubsNSW Annual Conference
Friday	24/10/2008	11:00	Bribie Sports Club	Sunshine Coast Zone Charity Bowls Day
Friday	24/10/2008	11:00	Dapto Leagues Club	Illawarra Shoalhaven Zone AGM
Sunday - Wednesday	26 - 29/10/2008		Hyatt Hotel, Canberra	RSL & Services Clubs Association Annual Conference
Thursday	30/10/2008	09:30	Auburn	CMAA Executive Meeting
NOVEMBER				
Thursday - Sunday	06 - 09/11/2008		Sheraton Mirage Resort, Gold Coast	Leagues Club Association Annual Conference
Tuesday	11/11/2008	10:00	North Beach Bowling Club	Mid North Coast Zone Meeting
Wednesday	12/11/2008	10:00	Greensborough RSL Club	Victoria Zone Meeting
Tuesday - Thursday	18 - 20/11/2008		Las Vegas Convention Centre	Global Gaming Expo - G2E www.ccmtravel.com.au
Tuesday	25/11/2008	09:30	Randwick Labor Club	City Eastern Suburbs Zone Meeting
Wednesday	26/11/2008	11:00	Cardiff RSL Club	Hunter Zone Meeting
Wednesday	26/11/2008	09:30	Broncos Leagues Club	Brisbane Zone Meeting & Queensland Bursaries
Friday	28/11/2008	09:00	Brighton Le Sands	CMAA Executive Meeting
Friday	28/11/2008	10:30	Brighton Le Sands	CMAA Federal Council Meeting
Friday*	28/11/2008	12:00	Brighton Le Sands	CMAA Sponsors Appreciation Luncheon
DECEMBER				
Tuesday	02/12/2008	09:00	Georges River 16Ft Sailing Club	St George / Cronulla Sutherland Zone Meeting
Tuesday	02/12/2008	11:00	Caloundra RSL Club	Sunshine Coast Zone Christmas Luncheon
Wednesday	03/12/2008	09:30	Tamworth Club	North West State Zone Meeting
Wednesday	03/12/2008	09:30	Norths Leagues Club	Manly Northern Suburbs Zone Christmas Meeting
Wednesday	03/12/2008	09:30		Great Lakes Zone Meeting
Friday	05/12/2008	15:00	Cruise	Inner West Zone AGM
Friday	05/12/2008	10:00	Doyalsen Wyee RSL Club	Central Coast Zone Meeting
Friday	05/12/2008	11:00	Collegians Balgownie	Illawarra Shoalhaven Zone Meeting
Tuesday	09/12/2008	18:00	Burleigh Bears	Gold Coast Zone Meeting
Tuesday	10/12/2008	09:30	Yamba Bowling Club	Far North Coast Zone Meeting
Thursday	11/12/2008	12:00	Club Marconi	Nepean Zone Christmas Luncheon
Thursday	11/12/2008	09:30	Narooma Sports & Services Club	Far South Coast Zone Meeting
Thursday	18/12/2008	09:30	Auburn	CMAA Executive Meeting

Five more Association members achieve career dreams

The CMAA's Active Certified Club Manager (ACCM) award continues to attract managers across the spectrum of clubs, age and experience.

Another group of Association members have recently achieved their ACCM and two – **Brenden Visco** and **Matthew Smith** - have directly offered their comments on the excitement of achieving this prestigious Club Industry recognition for their dedication and commitment to learning and career development.

Club managers who recently achieved their ACCM awards included ...

- **Lerrel McDonald** – Assistant Manager at Merimbula-Imlay Bowling Club
- **Cameron Provost** – who started recently as the General Manager at Orange Ex-Services Club after previously serving as Operations Manager at Parramatta Leagues Club. Cameron also is a member of the CMDA's Board of Management Studies
- **Trevor Haynes** – General Manager at Port Macquarie Golf Club
- **Brenden Visco** – Duty Manager at Blacktown Workers Club
- **Matthew Smith** – Secretary Manager at Bribie Island Golf Club
- **Jim Smith** - General Manager at Echuca Workers and Services Club
- **Erin Langman** - Assistant Manager at Echuca Workers and Services Club

Blacktown Workers Club Duty Manager Brenden Visco said the inspiration in receiving this award had come from years of hard work and dedication.

"In my 13 years of service to the Club

Industry, I have certainly enjoyed every moment gaining vital knowledge and experience along the way.

"My main attraction to the industry was the opportunity of being able to interact with various people and being confronted with new challenges, which still drives me to this day.

"A big thank you must go to all those who have invested valuable time and resources in ensuring I was able to achieve my ACCM. Without their support, this would not have been possible."

Bribie Island Golf Club Secretary Manager Matthew Smith received his ACCM from CMAA Executive Officer Terry Condon at the Brisbane Zone Annual General Meeting at Redcliffe Leagues Club in early March.

"I am more than excited to receive the prestigious ACCM award.

"It is the pinnacle award of management in the Club Industry.

"It gives me great pleasure to acknowledge the following managers I have worked with over the years - Micheal Eftting, Janelle Barraud, Micheal Mercer, Norman Studt, Steve Lancaster, Brenden Royall, and Daryl Bozicevic.

"I would also like to thank important people from the trade who have helped me along the way - John Dickson, Michelle Day, Bernard Power, Sean Trotter, Alistar Blake and Brendan Muggleton to name a few.

Most importantly, I would like to acknowledge and give a big thank you to one of my previous managers who introduced me to the CMA, paid for development classes and gave my career a huge boost from being a cellar person, straight to a senior management position.



Blacktown Workers Club Duty Manager Brenden Visco.

"I still remember a quote from him in a review meeting: 'Matty, for a quiet bloke, you are a high achiever'.

"I thank John Elliott for my receiving the ACCM award and John, seeing you are working closer to Bribie now, I might come and have a coffee with you because I have plenty of time for you, I owe you heaps.

"I would like to take this opportunity to express my excitement on receiving this award to send a message to the future managers of the Club Industry.

"I encourage all Supervisors and first-time Duty Managers to reap the benefits of being a member of the CMA ... do the courses, do the hard yards at work and put your hand up for the *Duty Manager Development Course* and the *Foster's Leadership Academy*.

"Thanks to Foster's, Club Training Australia and the CMA for helping me along the way for this award.

"Finally, I owe a huge thank you to my family - my wife Tammy has supported me and my dreams to one day lead a club on my own - and that's where I am now, considering I was a cellarman four years ago."



LEFT: Orange Ex-Services Club General Manager Cameron Provost.

RIGHT: Bribie Island Golf Club Secretary Manager Matthew Smith receives his ACCM from CMAA Executive Officer Terry Condon, CCM.



Club Helensvale drives beyond courtesy

By HENRI LACH

Commitments by licensed clubs to their communities are fraught with pitfalls - just ask Len Brunt, boss of Club Helensvale on the northern end of Queensland's Gold Coast.

Len has been at the head of this club - formerly trading as Helensvale Bowls Club - for 15 years.

During his tenure, the club progressed from a dot on the landscape with nine poker machines and a couple of hundred members to a major player on the Gold Coast club scene, with 15,000 members, a bank of 150 gaming machines, and another 19 in reserve for when the time is right and legislation allows. After a \$5.5 million refurbishment five years ago, Len and his club upped their service to the locals with a couple of courtesy buses that operated on a full-time basis, from 8am until closing time.

It was a service appreciated in an area of high population growth, but with an inadequate public transport infrastructure - a problem still shared by much of the Gold Coast.

The Helensvale Westfield shopping centre, completed in 2005, attracts even more people to this suburb.

In hindsight, it was inevitable ... the Club Helensvale's courtesy bus service was being loved to death.

"People were using the courtesy bus as a taxi during the day and early in the morning," Len explained. "It's only about 400 metres up the road from the club to a major supermarket, and our radius is big - 12km north, 8km west, 6km east and 12km south. So, we had a bus and a driver on the road for



Club Helensvale General Manager Len Brunt and his courtesy bus ... loved to death.

40 minutes to pick up one person and bring them back here. That person would wander to the shops, then come back here, maybe have a lemon squash, then go home by courtesy bus," Len said.

The club has a border with Discovery Drive, Helensvale's main thoroughfare. The road apron becomes a disposal area for shopping trolleys as "clubbers" completed the week's shopping and linked with the courtesy bus schedule.

Len's biased but bowls status hard to argue

The name may have changed more than a decade ago to give the club wider community appeal, but Club Helensvale's attachment to its original role is stronger than ever. In fact, it claims national supremacy.

"We definitely rank No.1 in Australia among bowling clubs," Club Helensvale General Manager Len Brunt will tell you emphatically.

If this sounds like a boastful claim, just listen to the facts ...

Six years ago, the club decided to revive its standing as a lawn bowls identity.

Brett Wilkie, a former Victorian, who played for some time with the South Tweed Sports, got the job as Bowls Co-ordinator.

"His job is to oversee tournaments and to give budding champs all the help they need," Len said.

"The club now hosts a \$50,000 national five-a-side competition in September, with invitation to teams from around Australia.

"The strongest bowling teams in Australia compete ... St Johns Park, Cabramatta ... we won it last year.

"We hosted the NSW Queensland Test Series last year and the Australian Grand Prix events for the past three years.

"The icing on the cake was in 2006 when we had four of the 12 members who represented Australia at the Commonwealth Games in Melbourne. We won gold, silver and bronze," Len said with pride.

The gold medal went to club staffer Lyndsay Armitage who, at the ripe old age of 20, partnered Karen Murphy from St Johns Park to win the pair's event.

"We've got nine members in the Queensland side and we now have seven Australian representatives.

"We've won the State Pennants and State Premier League.

"We've gone from strength to strength."

It's a compelling argument from a man who last year celebrated 21 years as a CMAA member, holds ACCM ranking and who has a firm hand on the tiller of Club Helensvale, with wife Julie as his Operations Manager by his side - **HENRI LACH**



Golden girl Lyndsey Armitage shows her style under the watchful eye of Club Helensvale Bowls Co-ordinator Brett Wilkie.

bus headache



Club Helensvale General Manager Len Brunt and wife Julie, the club's Operations Manager, share a break from work.

This was just another thorn in the club's administrative side.

"We were forever ringing up the supermarkets asking them to come and pick up their trolleys," Len said.

"We monitored the situation over a period of several months, and decided that this just had to stop. The courtesy bus was costing us about \$400,000 a year to run."

A major re-think was necessary, and the solution raised some ire in the local media. But Len and his committee took it on

the chin, after looking at the broader picture.

"The service has been cut out on Monday and Tuesday. From Wednesday to Saturday, the courtesy bus runs from 4pm until close, and on Sundays from midday until close.

"This is still a service many other clubs don't give their members, and we're reduced our cost to about \$250,000 a year."

Members have accepted the new rules in good spirit, but the occasional shopping trolley still finds its way to the club's perimeter.

With the problem of the courtesy bus issue relegated to the "closed" file, Club Helensvale is looking optimistically to the future.

The club continues to show an annual gross profit of more than \$1 million and tips more than \$200,000 a year into junior sport in the area's fast-growing population.

"We can do that because we own the freehold, so we're not paying exorbitant rents to anybody," Len points out.

After several years of trying, a TAB licence was finally granted and it's a packed house on major race days.

A new coffee shop is a popular attraction, with snacks available all day. The main dining room is churning out 2,000 meals each week.

The club is missing a major entertainment venue, but that's about to change.

There's a master plan before the Council now for an auditorium to be built over the car park, costing around \$6 million.

Len hopes work will begin before the end of the year.



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Born entertainers keep it in the family

Born entertainers, **Warren Jnr** and **Andrew Williams** are one of the most popular vocal duos on the Sydney entertainment scene. They have both been involved in the music industry from an early age and have worked together in a variety of performance areas for the past 18 years. Warren Jnr began performing at the age of four as a singer with **The Janice Breen Dancers**. He first appeared on television with his father at the age of six on *"Bandstand"* and went on to make other appearances as a solo performer.

He has made voiceovers and appeared on television commercials, and has acted in TV serials and Australian movies. Andrew, too, was six when he first appeared on television. As a child actor and model he made several commercials and appeared in feature films. Aged 12, he picked up the guitar and started singing and, from that moment, knew he would follow in his father's footsteps to pursue a musical career.

The Williams Brothers are both *MO Award* winners and multiple *MO Award* and *ACE Award* nominees whose grounding in the industry has come from their family upbringing.

Their father, **Warren Williams**, was one of the pioneers of Rock'n'Roll music in Australia and has graced the industry for more than 40 years. He has passed on a unique feel for the music to his sons. As members of **The Warren Williams Family** - along with their father, brother **Darren** and sister **Tracy** - have been nominated for 11 *MO* and *ACE* awards. As cabaret performers, they have appeared at some of Sydney major concert events, including *The NSW Premier's Concert* at The Sydney Entertainment Centre. Now, they are presenting their *"Everlys & Idols"* show, which features beautiful vocal harmony that only brothers can achieve.

The show is The Williams Brothers tribute to their idols and the music that they have been brought up with, recreating the artists naturally. In *"Everlys & Idols"*, Warren Jnr and Andrew Williams present a tribute that delivers the magic of **The Everly Brothers'** harmonies, and their classic hits with songs such as *"Bye Bye Love"*, *"Wake Up Little Susie"*, *"Walk Right Back"*, *"Kathy's Clown"*, *"Temptation"*, *"Til I Kissed Ya"*, *"Let It Be Me"*, *"Crying In The Rain"*, and *"When Will I Be Loved"* to name just a few. The Everly Brothers are the biggest-selling vocal duo of all time with 28 records in the American Billboard Charts.

Their music has been the inspiration of some of the biggest stars in music history. *"Everlys & Idols"* takes the audience back to not only the hits of The Everly Brothers, but also **The Bee Gees**, **The Beatles**, **The Beach Boys**, **Tom Jones**, **Neil Diamond**, **Chuck Berry**, **Buddy Holly**, **Little Richard**, **Elvis**, **J.O'K.**, **Bill Haley** and many more. The show also features a request segment that has the entire audience singing and dancing along. The boys also have the ultimate party band, **The Shy Guys**, who are, without doubt, the most versatile party band on the Sydney music circuit.

This fine ensemble of young entertainers boasts an enviable list of corporate clients, and performs regularly at some of Sydney's major nightclub venues. Their huge repertoire and ability to adapt to any given situation has put them in the spotlight at Sydney's most prestigious events. Bookings and inquiries to **Artistes' Answering Centre (02) 9529 5777**.

Well-known club entertainer **Peter Byrne** will perform his annual *"Anniversary Concert of Neil Diamond's HOT AUGUST NIGHT"* in four Sydney clubs beginning on August 1. *"Neil Diamond's HOT AUGUST NIGHT"* remains one of the biggest-selling live record albums of all time. Peter is joined by **The Sydney International Orchestra**, conducted by **Larry Muhoberac**.

The impressive combination will showcase **Neil Diamond's** legendary performance at the Greek Theatre in Los Angeles - plus a few surprises. The show features great songs such as *"Crunchy Granola Suite"*, *"Cherry Cherry"*, *"Sweet Caroline"*, *"Solitary Man"*, *"Red Red Wine"*, *"Girl You'll Be A Woman Soon"*, *"Song Sung Blue"*, *"Cracklin' Rosie"*, *"Shilo"*, *"Kentucky Woman"*, *"Holly Holy"*, *"I Am ... I Said"*, *"Soolaimon"* and *"Brother Love's Travelling Salvation Show"*.

Peter's uncanny presentation of Neil Diamond's music has earned him four *MO Awards* and six *ACE Awards* for *"Best Production Show"*.

Originally from Dublin in Ireland, Peter picked up a guitar aged six with a definite purpose and dreams - to entertain audiences all over the world.

Since arriving in Australia, Peter has based himself in Sydney, appearing in most major clubs and venues.

His ability to put the right voice with the right mood and song - from ballads, country, rock 'n' roll to his *Diamond Show* songs -

continues to entertain all audiences. Outstanding in his numerous career highlights was meeting his idol, Neil Diamond in 1996.

So, in August 1997, he paid tribute to the biggest live album of the '70s, *"Hot August Night"*, by recreating that night in Sydney's Darling Harbour, Perth's Burswood Casino, and Gold Coast's Twin Towns - with a 40-piece orchestra. Peter's vision was to re-enact every song from the album as Diamond recorded it, with the orchestra. Peter has repeated the anniversary concert each year in capital and regional cities around Australia with audience response stronger than ever.

Peter's *"Anniversary Concert of Neil Diamond's HOT AUGUST NIGHT"* Sydney schedule is...

- Friday, August 1 at South Sydney Juniors
- Saturday, August 16 at "The Cube" at Campbelltown Convention & Entertainment Centre
- Friday, August 29 at Penrith Panthers
- Saturday, August 30 at Canterbury Hurlstone Park RSL Club



Warren Jnr and Andrew Williams have worked together in a variety of performance areas for the past 18 years.

Foster's struggles signal O'Hoy's departure

Foster's Group boss **Trevor O'Hoy** resigned last month, taking responsibility for the poor performance of the company's wine business.

Mr O'Hoy resigned as the global beverages company downgraded its earnings and flagged writedowns of up to \$700 million on the value of its underperforming wine assets.

The wine business was mostly created from the \$2.6 billion acquisition of *Beringer* in the U.S. in 2000 and the \$3.2 billion acquisition of *Southcorp* in Australia in 2005. As Mr O'Hoy stepped down, *Foster's* admitted it had paid too much to acquire wine assets and that it was reviewing the operation, which could lead to asset sales.

Mr O'Hoy, who was appointed in March 2004 and led *Foster's* through the *Southcorp* acquisition, agreed to help the company through its transition to a new boss. "Trevor takes responsibility as CEO for where the



Trevor O'Hoy.



company is and believes that its appropriate he resigns, steps down and allows a new management team to come in," *Foster's* Chairman **David Crawford** said.

Foster's, which began reviewing the wine business in April, said it was too early to say if the assets would be sold or retained. "We are looking at all possibilities that may come out of the review, but I'm not pre-empting what those possibilities are," Mr Crawford said.

The group now expects to report a non-cash impairment charge of \$600 million to \$700 million - or \$511 million to \$590 million after tax - to the carrying value of its global wine assets.

Earnings per share growth in constant currency terms is expected to be between 5% and 7% in fiscal 2008, to between 36.2 cents and 36.9 cents, compared to the company's previous guidance of about 10% growth.

Its profit before tax, significant items and self-generating and re-generating assets (SGARA) for fiscal 2008 is now forecast at between \$700 million and \$715 million.

Foster's said its beer business continued to deliver strong financial returns.

The company also continued to see "the strategic rationale and long-

term potential growth of the wine category", even though its performance had not met the expectations of the group or shareholders. While the performance had been materially impacted by the high value of the Australian dollar against the U.S. dollar, *Foster's* also took some of the blame. "We must recognise and do acknowledge problems with our execution of the *Southcorp* integration," Mr Crawford said. "We must also recognise and acknowledge that we paid too much to acquire wine assets."

Greg Hoffman, Research Director for market research provider *The Intelligent Investor*, said *Foster's* had taken too long to recognise that it should never have entered the wine business.

While the O'Hoy announcement indicated the assets were now "on the table", Mr Hoffman said it may be hard for *Foster's* to get a good price in the current tight credit environment.

Disappointing results from wine sales in the U.S. - due to a slowing U.S. economy - and slower revenue growth in Australia had dragged on the performance of the group in the second half of its fiscal year.

Foster's also will write down a further \$49 million net on its surplus Australian wine inventories.

Foster's also said it would reallocate \$600 million of \$1.6 billion in goodwill related to the *Southcorp* acquisition from the Australasian wine unit to the Australasian beer, cider and spirits unit.

"People are saying there's a great business buried inside here - *Carlton & United*, the beer business," Mr Hoffman said. "People are saying we can see a light at the end of the tunnel now."

TAB offers anti-money laundering advice to clubs

In December last year, *ClubsNSW* distributed an Anti-Money Laundering Counter Terrorism Financing (AML/CTF) legislation package.

The package can be downloaded from the *ClubsNSW* website - www.clubsnw.com.au

The package contains information to assist clubs in meeting AML/CTF compliance requirements under new Federal legislation.

The AML/CTF package deals mainly with AML/CTF compliance as it relates to gaming machines in clubs.

It's important to note that Keno is exempt from AML/CTF requirements.

The package recognises that wagering activities - ClubTABs - also will need to comply with AML/CTF requirements and that appropriate material, informing clubs of their obligations, was under development by Tabcorp.

Tabcorp has advised that AML/CTF compliance material has been developed and is being distributed to clubs with TAB agencies.

Tabcorp issued general advice, "Keeping Tabs - Issue 1", in April and the first of a series of information sheets, "TAB Directions - Compliance Advice for people working with TAB outlets" now is available to clubs.

The first TAB Directions publication

deals with new identification procedures for people with TAB accounts. Clubs are advised to read and understand their obligations that complement those conditions outlined in the AML/CTF package issued by *ClubsNSW*. Club managers can obtain further information regarding TAB agency compliance by contacting Robyn Ziino, Tabcorp - General Manager, Regulatory and Compliance on (02) 9218 1222.

Further questions related to the Anti-Money Laundering Counter Terrorism Financing (AML/CTF) legislation package should be directed to the *ClubsNSW* Member Enquiry Centre - 1300 730 001.

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Level 4, 210 Albert Rd, South Melbourne, VIC 3205

Street Uni delivers hope to struggling areas

Liverpool, Fairfield and Cabramatta are three overlapping suburbs in south-western Sydney that are, sadly, synonymous with drugs and crime.

Films such as *"Little Fish"* have shown the rest of the world the reality of life in the outer suburbs.

This area is responsible for some of Australia's worst cases of drug pushing, with the crime rate high, alongside youth unemployment.

But, with some sad statistics, comes hope.

The area is home to a huge and diverse population of migrants from every continent. It's a microcosm of Australia as a multi-cultural nation. In fact, more than 50% of the families living in Fairfield come from other countries.

To directly address some of these critical social issues, the **Ted Noffs Foundation** – the CMAA's preferred charity – came up with the concept of a **"Street University"**.

The **Street University**, which is due to open next month, will be housed in an old warehouse in Liverpool and is a place where young people can walk in off the street and undertake a course in anything from basketball to biology.

Ted Noffs Foundation Relationships



The Yamaha SR400 motorcycle – worth \$11,500, including \$3,000 worth of modifications from Deus.

and Communication Manager Peach Emmett said young people from these surrounding suburbs are finding it difficult to move into satisfactory jobs – as opposed to factory jobs, which is one of the main occupations many arriving families gravitate to.

"The community simply lacks resources and self esteem," Peach said.

The notion, or perception, of crime certainly adds to the "actual" crime that occurs as more bars are put up across windows and people start to think there's no way out.

Young people turn to drugs and crime because, in many cases, there are no other options.

Peach said the hope is that the space does not become a "welfare outpost" – "rather, that it invites great thinkers from around the country to visit and explore new ideas and initiatives with the young people from the area".

With a café to be run by the young people and their families, a basketball court, classrooms, counseling and other services, the space will be the resource the community desperately needs.

"The **Street University** is an environment filled with opportunities," Peach said. "In a way, it's going back to Ted Noffs's vision of the Wayside Chapel. It's not about creating welfare programs – it's about creating a new community."

To help support the Street University project, the Ted Noffs Foundation has conducted a major raffle – limited to 1,000 tickets – of a Yamaha SR400 motorcycle – worth \$11,500, including \$3,000 worth of modifications from Deus.

For more information, or to financially support the **Street University**, contact **Peach Emmett** at the **Ted Noffs Foundation** – 02 9310 0133 or emmettp@noffs.org.au

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